HOME BUILDERS PLAN BOOK

MODIFIED ENGLISH HOMES

Auspices of

Wisconsin Chapter, American Institute of Architects
Small House Service Bureau, Northwest Division
Home Show Committee

MILWAUKEE REAL ESTATE BOARD

Digitized by:

ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

https://archive.org/details/buildingtechnologyheritagelibrary

From the collection of:

Jim Draeger

Booth #63
7.00

Architecture

The art that seeks to harmonize in a building the requirements of utility and beauty.

Hamlin.

Copyright 1929
by
The Home Show Committee
Milwaukee Real Estate Board
208 Third St.
Milwaukee, Wis.

Price Fifty Cents

COMPILED BY

H. A. KAGEL.....*Secretary*, Home Show Committee
ALEXANDER C. GUTH.....*Secretary*, Wisconsin Chapter A. I. A.

HOME BUILDERS PLAN BOOK

Fifty designs entered in a competition for a
small house in the modified English
style of architecture.

Competition conducted under the auspices of the
Wisconsin Chapter, American Institute of Architects and the
Small House Service Bureau, Northwest Division
for the Seventh Annual Home Show
MILWAUKEE, WISCONSIN
1929

Group of English Homes—Gloucestershire, England

SPECIAL NOTE

With the exception of the prize winning designs and those receiving mention, no attempt has been made in this publication to place the designs in the order of their merit.

FOREWORD

A LARGE and growing interest is being shown by the American public in homes and the building of homes. The type of house, built less than a generation ago, and which the middle class home owner accepted without much question or criticism, does not satisfy him any more; he now feels entitled to something more distinctive and individual.

The causes for this change of attitude are not far to seek. The nation has emerged from the pioneer stage of its development and has entered one where greater wealth with its concomitant desire for increased luxury and well being make people critical of the older standards.

This desire for better things, as it relates to home building, should have been conducted into the proper channels by the architectural profession; it must be admitted, however, that, as far as the smaller house is concerned, the architect, for various reasons, has not taken the leadership that might have been expected of him, but has let such leadership slip into less qualified hands.

Realizing the architectural profession's backwardness in making itself felt in the design and building of smaller homes, the Wisconsin Chapter of the American Institute of Architects, and the Small House Service Bureau, Northwest Division, together with the Home Show Committee of the Milwaukee Real Estate Board, has recently conducted a competition for a small house, the results of which, with articles of interest to home builders, are published in this volume.

The competition, although open to any one, was naturally entered into mainly by the younger members of the profession, and while of considerable educational benefit to them, should prove of interest to the building public.

The reader's attention is called especially to the comments accompanying each design submitted. An attempt has been made to point out in particular, those features of the designs which are to be avoided. By learning which elements constitute poor design, faulty taste and bad arrangement, the prospective home builder will soon gain an insight into what makes for houses that are well designed, in good taste and practically planned.

WALTER W. JUDELL,
A. I. A. Architect.

Home Show Officers—1929

THE MILWAUKEE HOME SHOW

THE Home Builders Plan Book is a product of the Milwaukee Home Show organization, and it reflects truly the spirit of that organization. It is "Informational, Educational and Not for Profit". This has been the motto and spirit of the Milwaukee Home Show since it was started in 1923.

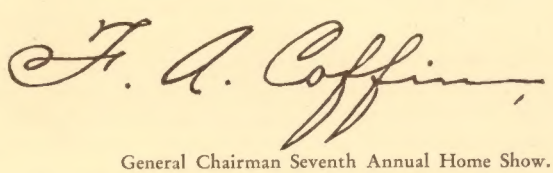
The Milwaukee Real Estate Board, which accepted sponsorship for the Home Show in 1924 and has since fathered it, has had a broad and comprehensive vision of the value of such an institution to the community, and that vision, together with the motto, "Informational, Educational and Not for Profit", has been imprinted on the mind of every committeeman and officer of the show throughout its history. While the show has been under the auspices of the Real Estate Board, the board has in no respects dominated it nor employed it for any private purpose. It has been completely managed by men from practically all branches of the home building and furnishing industries who were directly interested in disseminating information about these industries.

The Milwaukee Home Show has been exceptionally successful in achieving the purposes for which it was founded, and without question the secret of its success has been in the fact that it has favored no individual, no group, nor no industry. It has been conducted for the mutual interests of all concerned, distinctly including the 75,000 visitors who come so interested to study the exhibits each year. The founders of this show recognized a need for home building and furnishing information among the home-minded people of Milwaukee, but they had slight comprehension, indeed, of the extent of the need or the vast interest and support the Home Show would receive within a seven year period.

That the Home Show shall be a permanent institution in the community seems without question. This, however, will depend upon the continuance of a demand for it. It is now so organized and financed that it can be carried on as a regular project year after year. It is viewed by those who conduct it as a civic project. It requires from them much time and intelligent thought and effort, but thus far there has been a generous contribution of these factors by a large number of the ablest men in the home building and furnishing industries. The architectural fraternity of Milwaukee and also the art interests, as represented by Mr. A. G. Pelikan, have made many exceedingly valuable contributions to the character and conduct of the show, and their influence has been obvious. The Home Show is to a large extent a woman's institution, particularly with respect to its appeal, and there is a vast opportunity for effective participation in it by women's organizations of Milwaukee.

While the Home Show proper is held but one week of the year, the managing organization spends the other fifty-one weeks planning and preparing for a coming show. In addition to the annual show activities, this organization, supplemented by one competent architect, is performing a new and exceedingly important all-year function in 1929 in the form of a Home Modernizing educational activity for the Milwaukee district, in conjunction with the National Home Modernizing Bureau. In this activity newspaper and circular information will be issued regularly throughout the year, but a feature of major importance is competent advisory service for individual modernizing problems. Any home owner can obtain valuable suggestions and assistance regarding any changes or improvements desired in an existing home by conferring with the advisory architect at the Home Show office. This service is free of charge and without obligation.

The Milwaukee Home Show has assisted thousands of Milwaukee citizens to plan and acquire better homes and without question it has inspired interest in and love for a good modern home to an extent impossible to approach by any other single agency.



General Chairman Seventh Annual Home Show.

PROGRAM OF COMPETITION

AUTHORITY:
This competition is conducted by the Wisconsin Chapter, American Institute of Architects, and the Small House Service Bureau of the U. S. North Central Division, for the Seventh Annual Home Show held under the auspices of the Milwaukee Real Estate Board.

ARCHITECTURAL ADVISOR:
The Wisconsin Chapter, American Institute of Architects and the Architects Small House Service Bureau of the U. S. North Central Division, prepared this program and will act as advisors in the conduct of this competition. The program conforms to the standard form of competition program as prepared by the American Institute of Architects and contains those essentials which the Institute considers essential to the fair and equitable conduct of a competition.

COMPETITORS:
Participation in this competition is open to all residents of the state of Wisconsin.

JURY OF AWARD:
The jury will consist of three members selected as follows: One member by the Wisconsin Chapter, American Institute of Architects; one member by the Architects' Small House Service Bureau and the third member by the Home Show Committee.

PRIZES AND MENTIONS:
There will be four cash prizes and three mentions.

ANONYMITY OF DRAWINGS:
(Mandatory) The drawings to be submitted shall bear no name or mark which could serve as a means of identification, nor shall any such name or mark appear upon the wrapper of the drawings, nor shall any competitor directly or indirectly reveal the identity of his designs or hold communication regarding the competition with any member of the jury. It is understood that in submitting a design, each competitor thereby affirms that he has complied with the foregoing provisions in regard to anonymity and agrees that any violation of them renders null and void this agreement and any agreement arising from it. With each set of drawings must be enclosed a plain, opaque, sealed envelope without any superscription or mark of any kind, same containing the name and address of the competitor. These envelopes will be opened by the Professional Advisors after the final selection has been made, and preferably in the presence of the Jury.

DRAWINGS:
The drawings shall all be on one sheet and shall be as follows: First and Second floor plans at $\frac{1}{8}$ inch scale; four elevations at $\frac{1}{4}$ inch scale. Plot plan at $\frac{1}{16}$ inch scale. Section of outside wall showing story heights, at $\frac{1}{4}$ inch scale. The floor plans shall have the walls darkened in. No furniture shall be shown but around each room a single border line shall be drawn. The name of each room and the size shall be plainly lettered. The drawings may be either in pencil or ink. The elevations shall be in simple line, without wash or color except that the front elevation shall have the shadows cast and have foliage indicated. No other drawings shall be submitted.

SITE:
The lot is an inner one of a typical city block, with 40 feet frontage and 120 feet depth.

TYPE OF HOUSE:
The structure shall be any of the following types: Bungalow, semi-bungalow or two storied.

STYLE OF EXTERIOR:
This shall be in the modified English style. No other styles will be considered.

NUMBER OF ROOMS:
The plans shall contain the following rooms: Living Room, Dining Room, Kitchen, three Bedrooms, one Bath Room and the necessary Entrys, Halls and Closets. Sun Parlors and open Porches are optional.

EXTERIOR WALL OF CONSTRUCTION:
This shall be of any of the following: Wood, Brick Veneer, Stone Veneer, Concrete, Concrete Veneer, Stucco on Concrete or Stucco on Tile.

CUBAGE:
This shall be computed so as to show exactly as possible the actual volume of the building, calculated from the finished level of the Basement floor to the average height of the roof and contained within the outside surfaces of the outside walls. Pilasters, cornices, balconies and other similar projections shall not be included. Open porches shall be computed on the basis of $\frac{1}{3}$ of their entire volume. A figured diagram showing method adopted in the cubing shall be placed on the sheet. The total number of cubic feet shall not exceed 25,000.

METHOD OF SELECTING THE WINNING DESIGN

By Roger C. Kirchhoff, A. I.A. Architect

THE Jury appointed to select the winning design in the Seventh Annual Home Show Competition met on January 5th and January 15th, 1929. In their presence, the wrappings of drawings were removed, each drawing given a number, and a similar number marked on sealed envelope containing competitor's name. These envelopes were then placed in a vault to remain there, until definite selection of awards were made.

As usual in a competition of this sort, with over fifty drawings submitted, it was not difficult, by a process of elimination, to reduce the competitors to about a third, or 15 drawings. In this first elimination, each drawing was scrutinized for conspicuous faulty planning and uninteresting and unworkable exteriors.

Before proceeding with the more careful consideration of drawings remaining in competition, the Jury examined a second time all drawings discarded in first elimination to determine if amongst this group there might be sufficient merit in any drawing to overcome some of its faults and justify its consideration, and in this process two drawings were returned from the discard to the group remaining for next elimination.

In the second stage of the judgment, the 17 drawings remaining received more careful scrutiny, and consideration was given the following points in the order named: First, excellence and ingenuity of the plan; second, the architectural merit of the design and its fitness in expressing type of house stipulated in the program; third; the practicability of its construction; and fourth, the manner of its presentation.

During the Jury's consideration of each drawing, written notes were made of each fault, but particularly points of merit, since, at this stage of the competition, the Jury was trying to discover a possible winner. The notes referred to were attached to each drawing to aid in the second elimination and reduce the number of entries to ten. The Jury then confronted its most difficult problem, the grading of the remaining competitors in their proper order, and before doing so elected to recess for a week.

The method of procedure decided upon by the Jury in its second session, was to grade each drawing on the basis of valuing perfection in planning, 50%; excellence in architectural design, 40%; and allowing 10% for general presentation. Practicability of construction naturally is expressed both in a good plan and a good design. Before the actual final ballot was taken each member of the Jury in a general and sometimes heated discussion outlined the merits and faults of the remaining drawings. During the balloting each member of the Jury individually analyzed each drawing and rated it based on what in his judgment the drawing merited. For an example, assuming a particular drawing, the basis of judgment was that a perfect plan rated 50%. If the only access to the basement from the outdoors was gained by crossing the kitchen, 10% would be deducted. Also, some plans allowing insufficient head room in stair wells meant a loss of an additional 10%. Omission of a vestibule at principal entrance was considered a fault in planning a home for a Milwaukee climate. Other factors discovered in plans that lowered their rating included, lack of cross ventilation in bedrooms, bedroom with door and windows so placed that furniture could not be well arranged; kitchens in which the location of necessary facilities was not given proper consideration. On the other hand, good straight-forward logical arrangement of rooms, involving the minimum of travel distance in getting from the kitchen to the entrance or second floor, when in evidence in a plan tended to keep the rating up to the 50%. An arrangement (in this age when the so-called servantless house predominates) which necessitates a person occupied in a kitchen, traversing the dining room as well as the living room in responding to the doorbell, is inexcusable.

In grading the second floor plans, it was natural to rate high designs which developed well shaped large rooms, with adequate closet space, and a minimum amount of area de-

(*Concluded on Page Eight*)

(*Continued from Page Seven*)

voted to stair halls and corridors. Obviously, large stair halls and long corridors to bathroom use valuable space that is reflected in material reduction of bedroom floor areas.

As the balloting of the Jury continued, it became apparent that this competition had not brought forth any one design that was obviously superior to all of the other competitors. In certain cases it was possible to unanimously agree that a certain competitor had developed an exterior of unquestionable architectural merit and a similar agreement that the plan had one or two fundamental faults. At one period the Jury felt disinclined to award any drawing the first prize. Further discussion, however, finally developed a unanimous agreement as to the winning design, and then followed the placing of other awards.

In conclusion, the judges regard this competition as being unusually successful in the results that it has brought out, and believe that those who were responsible for inaugurating the Contest should feel well repaid for the high character achieved by the contestants' drawings.

JURY OF AWARD

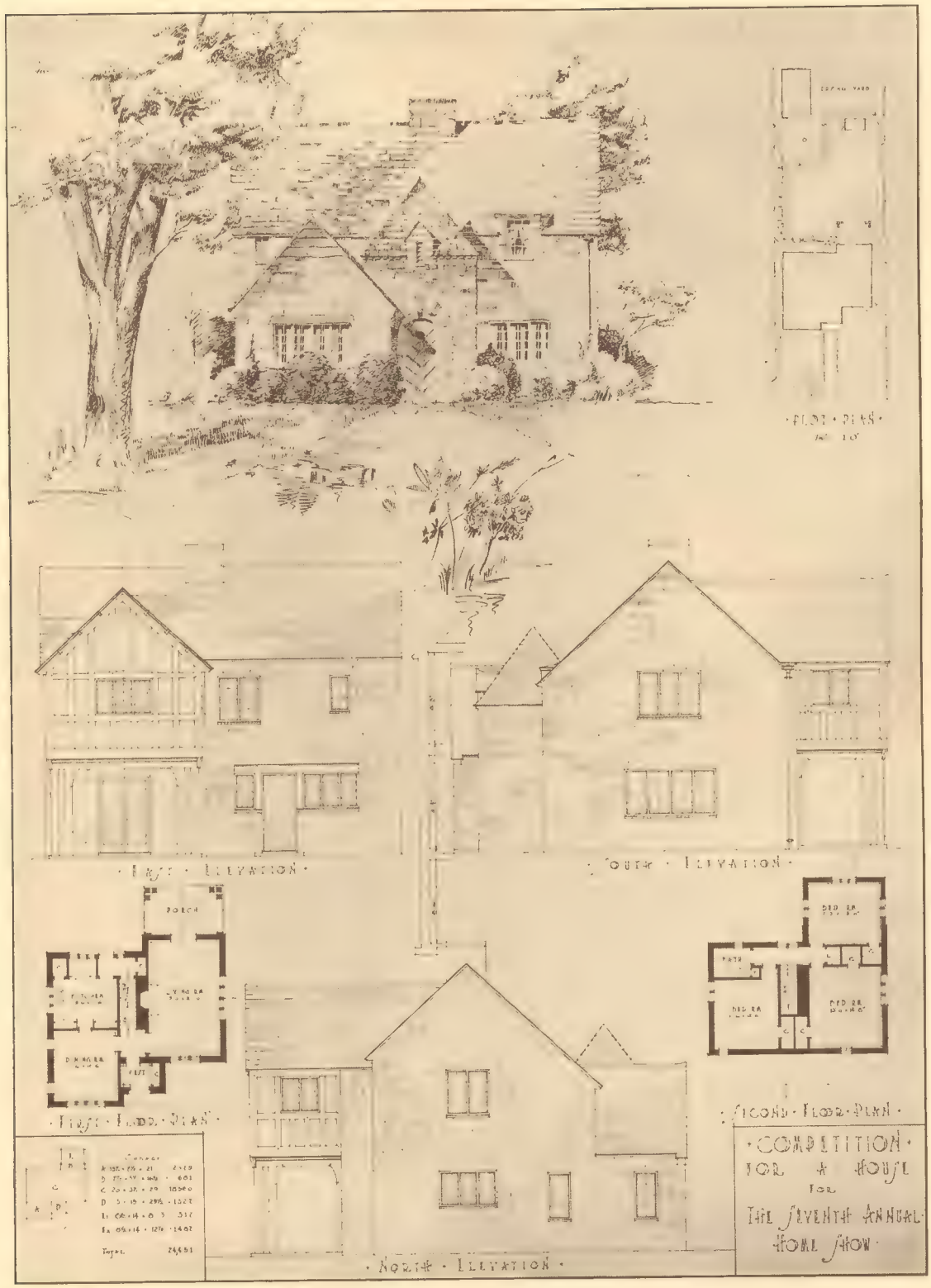
W. G. Williams
Home Show Committee.

Roger C. Kirchhoff
Small House Service Bureau.

A. C. Eschweiler, Jr.
Wisconsin Chapter A. I. A.

Advisory Committee: Alexander C. Guth Harry W. Bogner H. J. Rotier

FIRST PRIZE



Designed by Wm. H. Edwards, 141 E. Wisconsin Ave., Milwaukee, Wis.

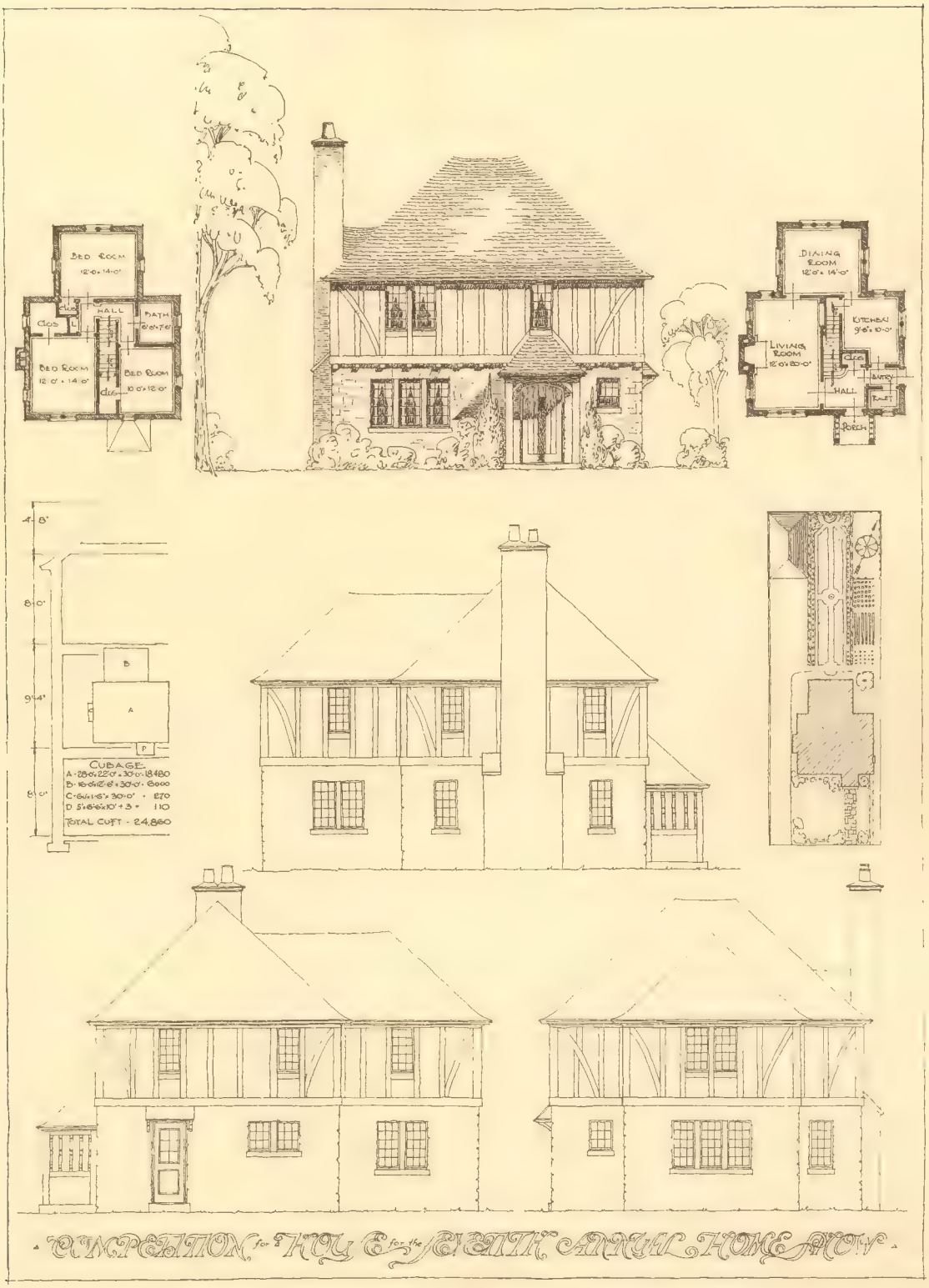
Plans are simple, straight-forward, containing all essentials in their proper place. Rear elevation more charming and better than front. Front slightly confusing with too many motifs. Tower has no practical purpose with its ventilating dormer. Bedroom window is crowded against roof. Unfortunate that first story hall is cramped and vestibule spacious. The front elevation particularly must be restudied before it is executed, in order to eliminate the defects in design. Good, clean, neat draftsmanship.

SECOND PRIZE

Designed by Harlan G. Hackbarth, 129 Northwestern Ave., Milwaukee, Wis.

Absence of vestibule is considered faulty planning, but hood and recess compensate in a measure. Extreme simplicity and straight-forwardness of plan and front elevation outstanding in this design. Presentation commended. On the side elevations, the rear door is unfortunate. Insufficient study of motifs; conductors if shown will present difficulties. No provision for refrigeration. Stair hall window intersects stair construction.

THIRD PRIZE

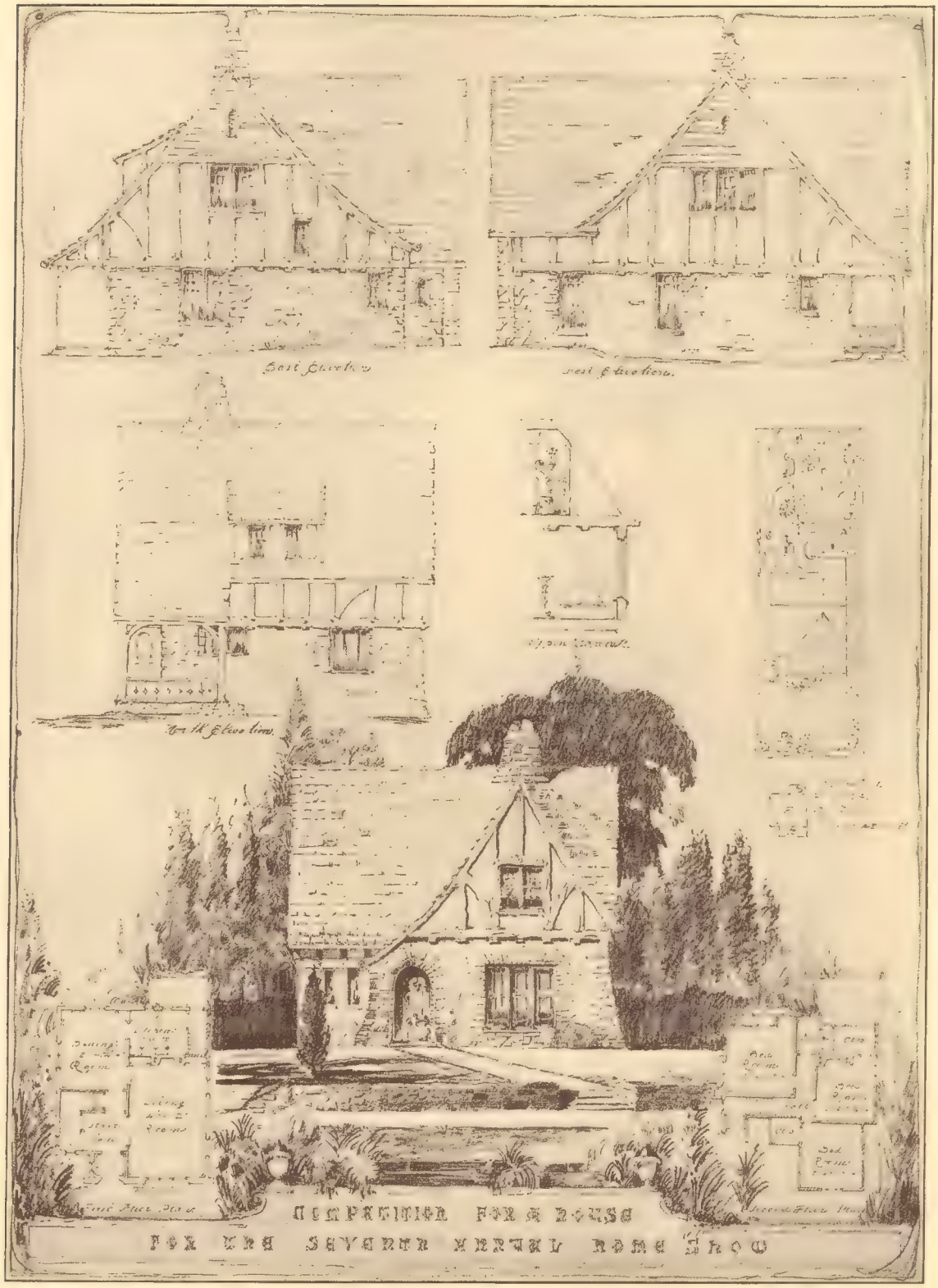


Designed by Furber Libby, 2277 Danbury Rd., Milwaukee, Wis.

Although this plan does not show a vestibule, which seems quite necessary in this climate, the porch, which might be enclosed with glass, would overcome this objection. Another defect is the fact that the basement is only accessible through the kitchen and not directly from the rear entrance.

On the second floor the space at the head of the stair is congested. The exterior is very pleasing except for the excessive use of half timber which is usually sham construction for a house of this size. The design of the chimney could be considerably improved. This design shows well shaped and livable rooms and the Jury would like to see this house erected.

FOURTH PRIZE



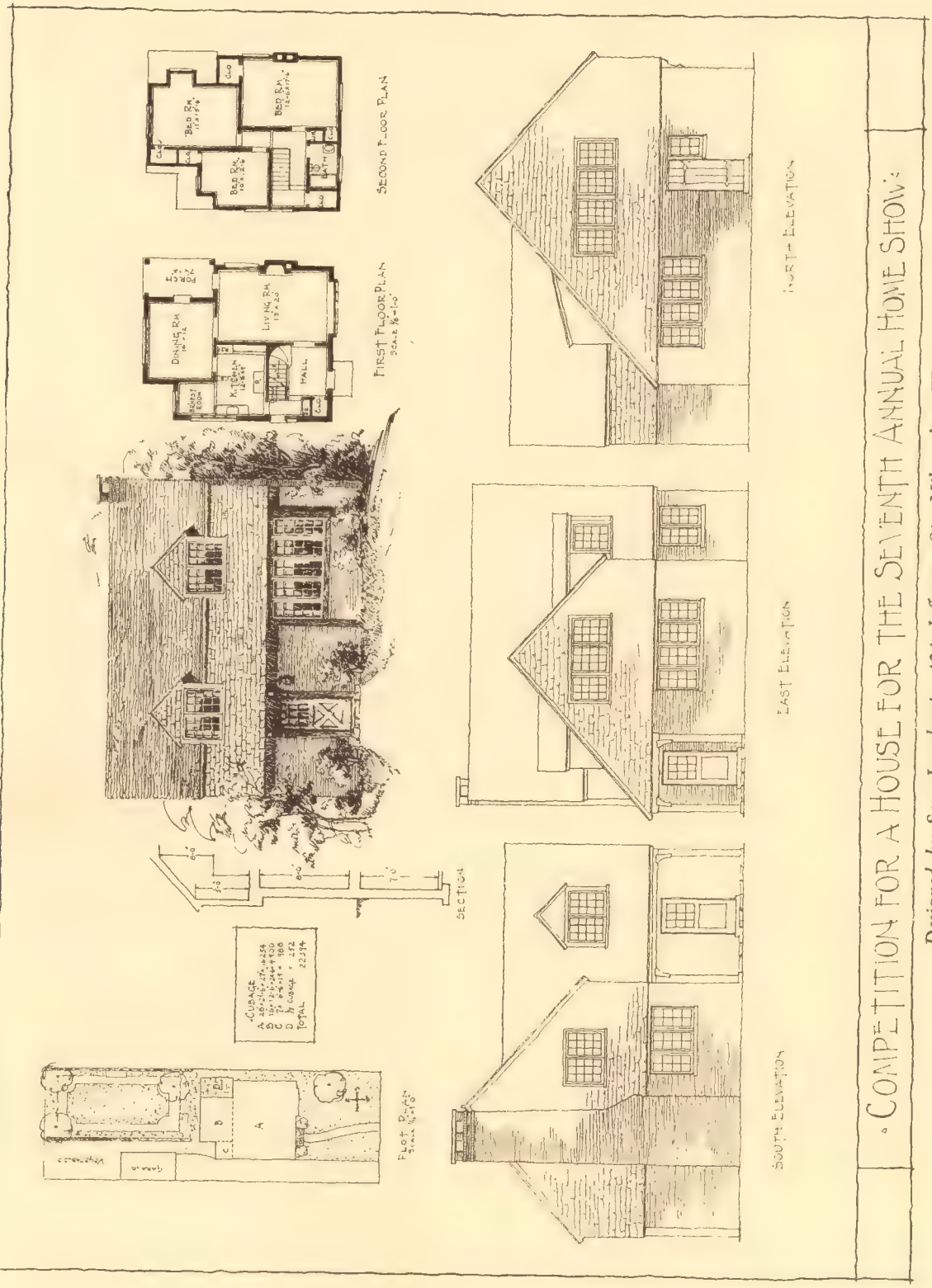
Designed by Marguerite V. Affolter, 597 Maryland Ave., Milwaukee, Wis.

The first floor room arrangement and circulation is excellent. As criticism, the Jury wish to point out that the stair to the basement has not sufficient head room and on the second floor, there is lack of head room on the two side walls of the bedroom, if the dimensions shown on the plan are adhered to. Two of the bedrooms also have no cross draft although this defect might be overcome in the front bedroom by placing a dormer on one side. The exterior is interesting but too fanciful, particularly in its presentation, but with proper restraint in execution this design would make a very commendable house.

Designed by Anthony Wuchterl, 521 Jackson St., Milwaukee, Wis.

The ingle nook has no light and the living room is darkened by the porch. Stair head room shy. Front elevations excellent in method of presentation. Other elevations in keeping and exhibit good proportions, 3′ floor to ceiling along wall side of tub and bath room. The crossing of the living room in order to get to the second floor stairway from the entrance to the main stairway is very unfortunate. This is one of the outstanding des gns and had the plan been better, it would have been given a higher rating. The exteriors are very true to type.

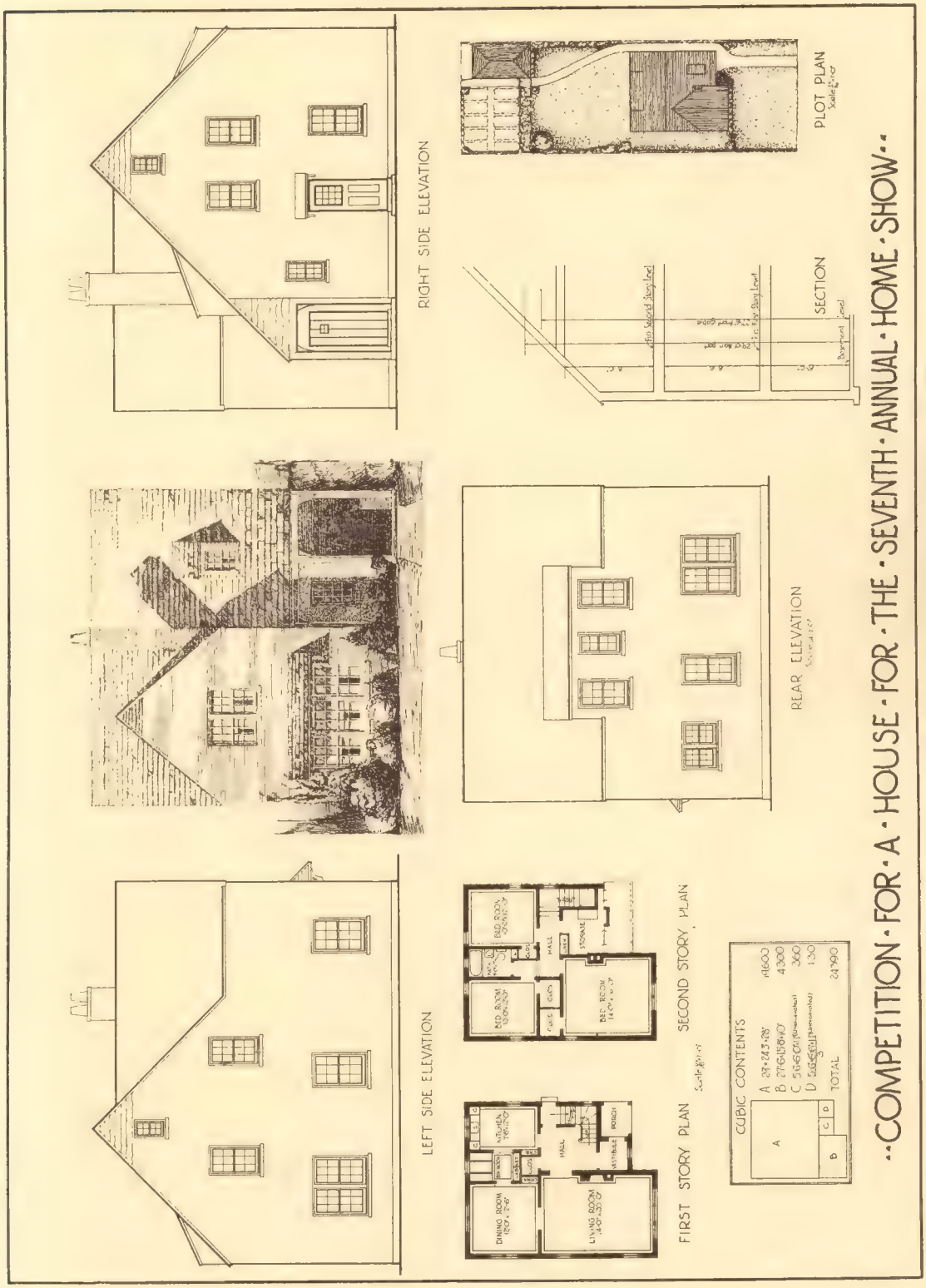
SECOND MENTION



Designed by Sara Leenbouts, 424 Jefferson St., Milwaukee, Wis.

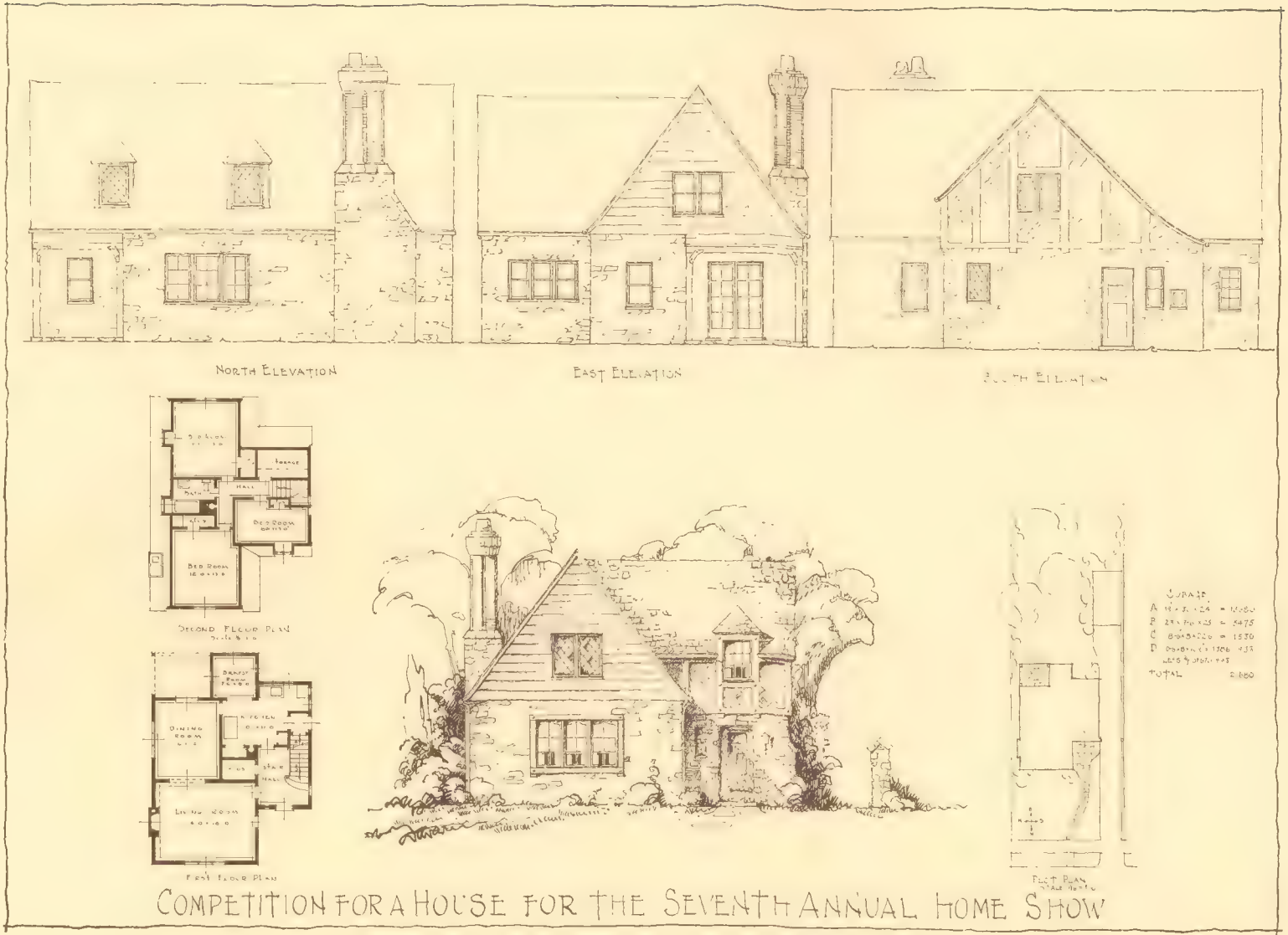
The absence of a vestibule is criticized in an otherwise excellent plan. Exterior shown is simple and attractive although the introduction of the necessary rain conductors on the front elevation will greatly change the otherwise attractiveness of the design.

THIRD MENTION



Designed by Henry W. Schulze, 407 23rd Ave., Milwaukee, Wis.

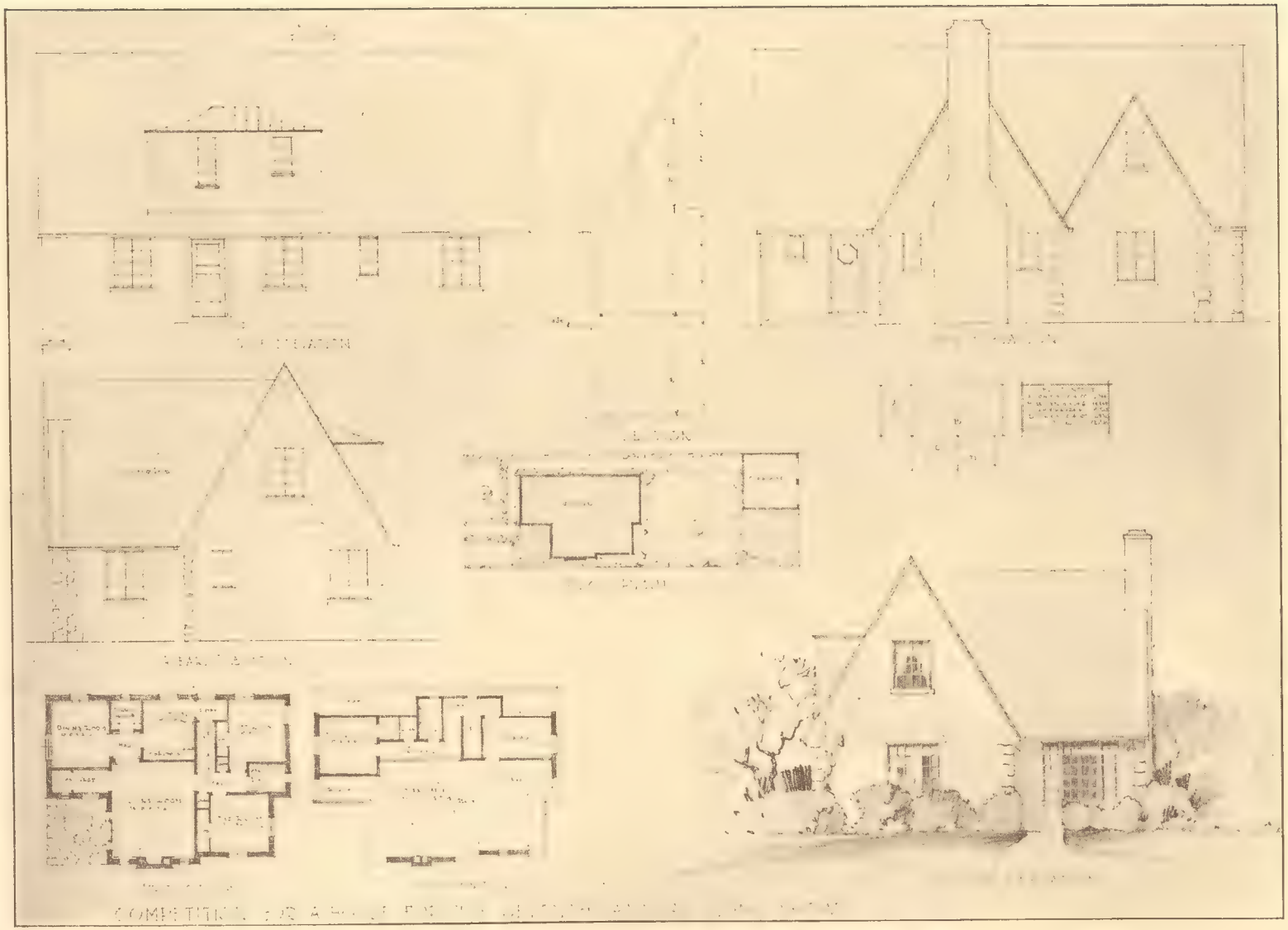
This scheme presents a straight-forward, simple and economical plan, resulting in well shaped rooms and good circulation throughout. It is unfortunate that the service entrance to the kitchen has been brought through the front stair hall instead of connecting the rear vestibule directly with the kitchen. The bulk head appearing on the first floor hall ceiling would not look well in execution. The left side elevations would be greatly improved if the conductor on this side of the house had been used to define the gable.



COMPETITION FOR A HOUSE FOR THE SEVENTH ANNUAL HOME SHOW

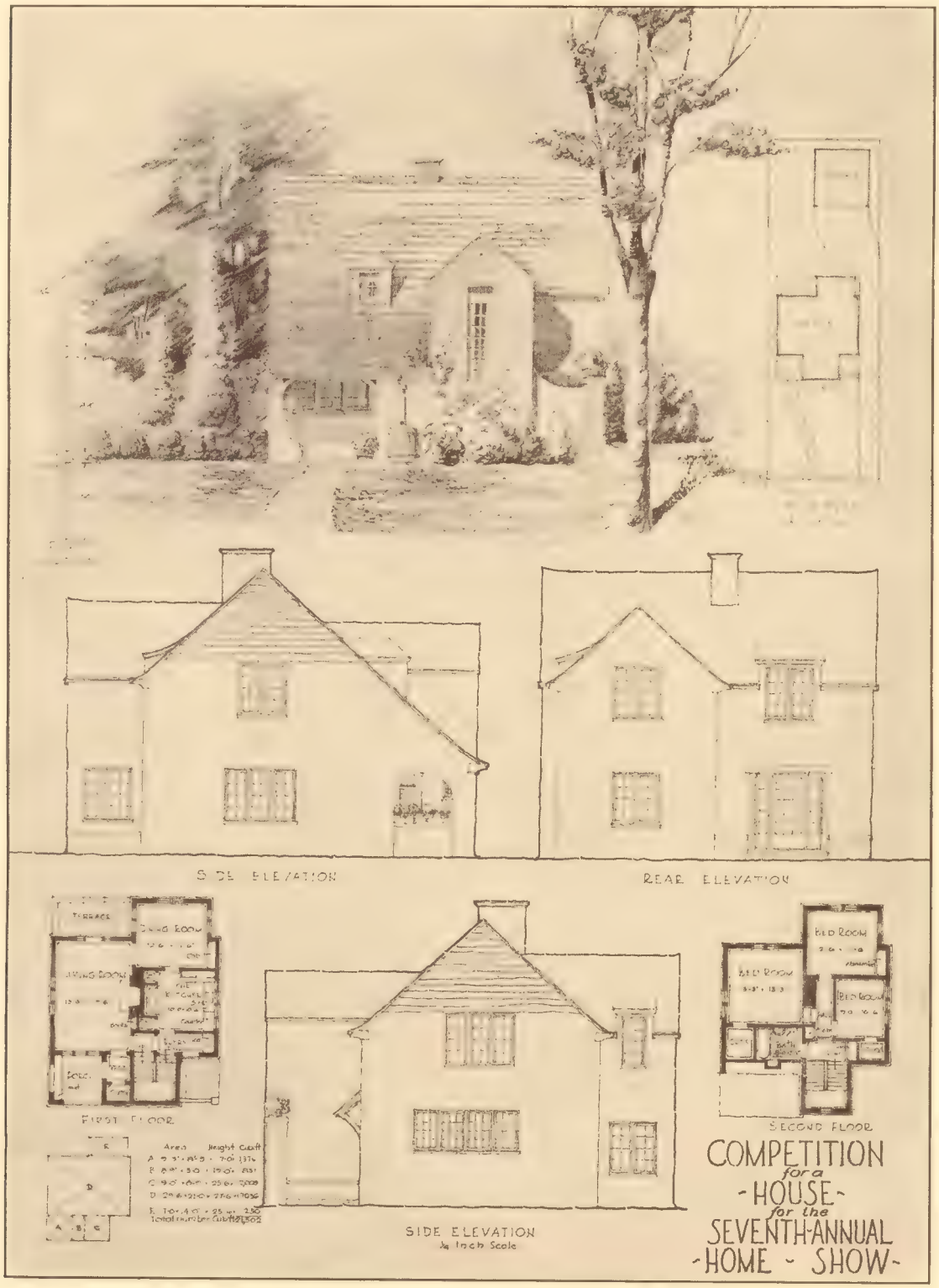
Designed by Oscar R. Knab, 1123 16th St., Milwaukee, Wis.

A very irregular and poorly shaped kitchen and an inadequate bath room are the chief faults in this plan. The second floor bedroom, marked 8′ wide, is only 6′ wide over two-thirds of its length. The placing of a dormer window over the end of the bathtub is very impractical. The clothes chute does not follow through on both plans. The exterior of this design is quite attractive and if properly executed would look very well.



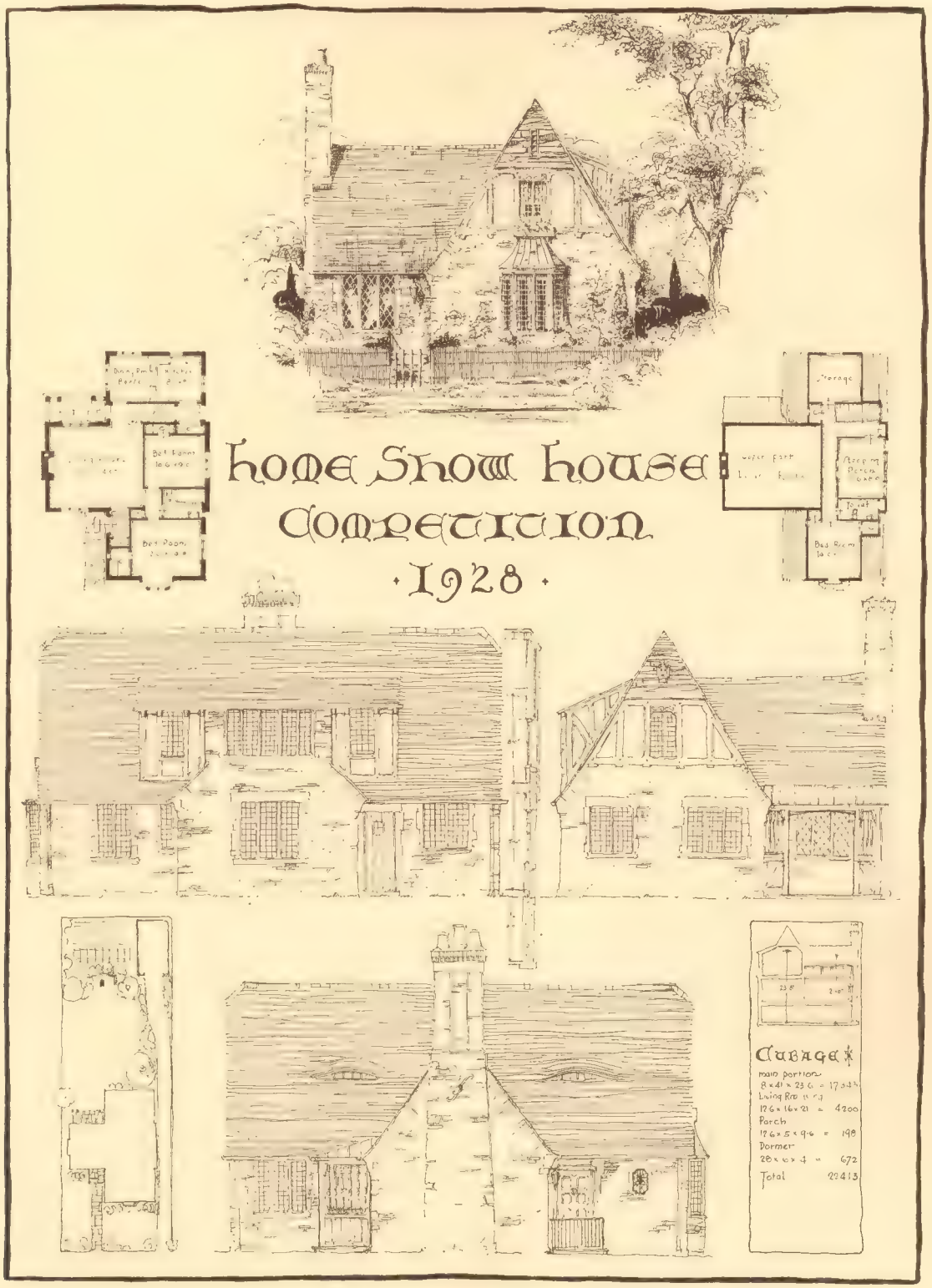
Designed by Joseph Ajack, 563 51st Ave., W. Allis, Wis.

Good arrangement of Bungalow type of plan. Interesting treatment of story and one-half living room. Grouping of bedrooms, bath and stair on first floor good, as well as separation of kitchen from main part of the house. Unfortunate that the largest bedroom is only 10 x 11. Elevations have good possibilities, although they require considerable more study. Rear dormer very bad. Impossible to add drive along side of house.



Designed by T. J. Bischoff, 330 Newport Ave., Milwaukee, Wis.

Arrangements of doors in front entrance impossible. Balance of first floor plan very good. Second floor plan good but rather congested with the long narrow corridor. Elevations simple and good. Stair hall tower with its great projection and roof would look bad in perspective.



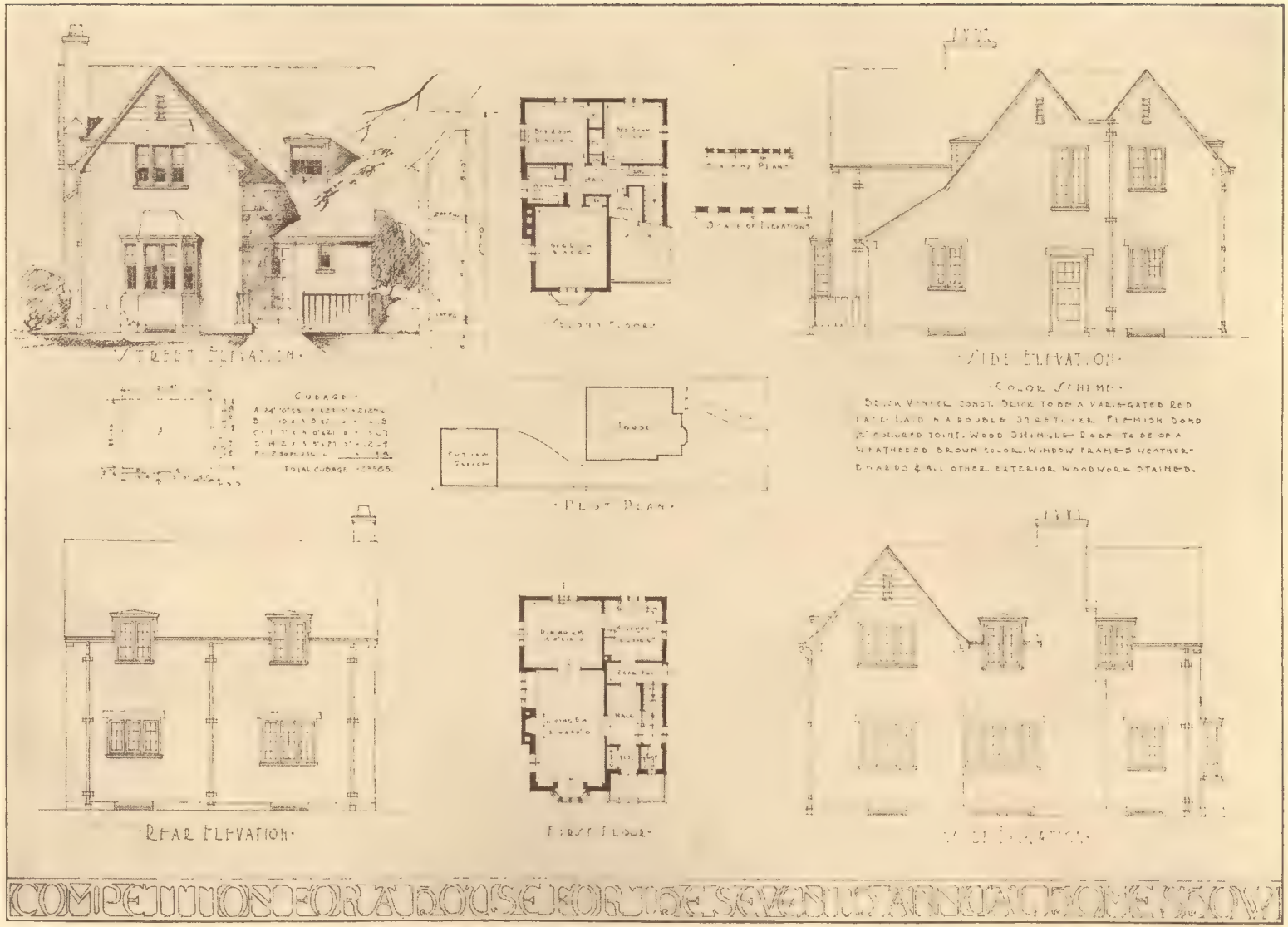
Designed by Ralph H. Kloppenburg, 593 Cramer St., Milwaukee, Wis.

The house is nicely presented and the plans and elevations are beautifully arranged on the sheet. The main drawbacks of this plan are the lack of light in the living room and the apparent congestion at the main entrance. The living room would have been greatly improved if the second floor hallway had been made a balcony opening into the upper part of the living room. The exteriors have good English feeling and would make a charming house if properly executed. The lack of a cross draft in the bed rooms and the lack of a real dining room are the real faults of the plan.

COMPETITION FOR A HOUSE FOR THE SEVENTH ANNUAL HOME SHOW

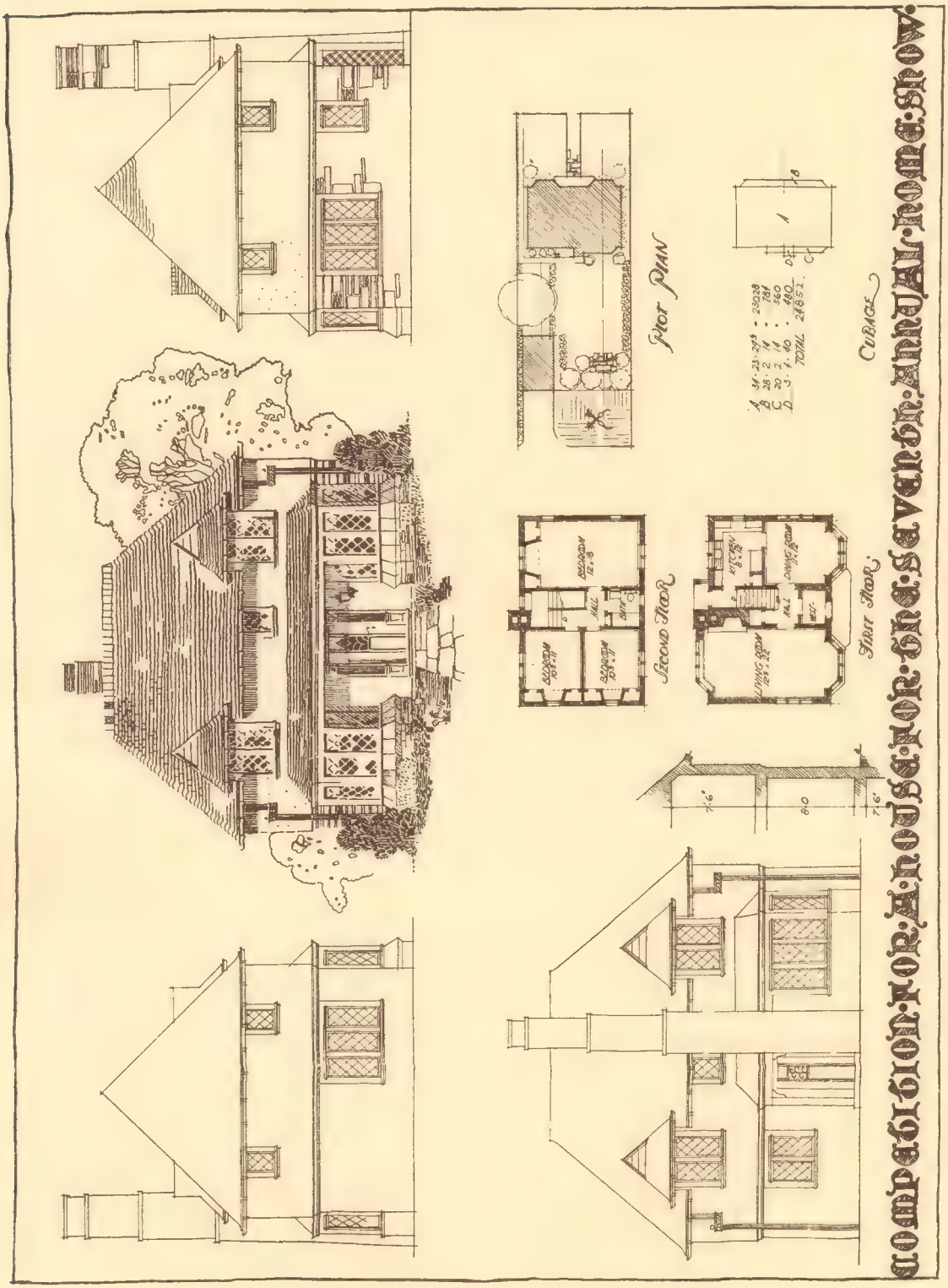
Designed by Ralph Klessig, 24 Adams Ave., N. Milwaukee, Wis.

This sheet is nicely arranged and has a very well presented front elevation. The plan is fair although all the bedrooms lack sufficient windows and have no cross ventilation.



Designed by A. O. Redemann, 445 Milwaukee St., Milwaukee, Wis.

First and second floor plans very satisfying. Good circulation. Excellent living room. Elevations however, are not up to plan.

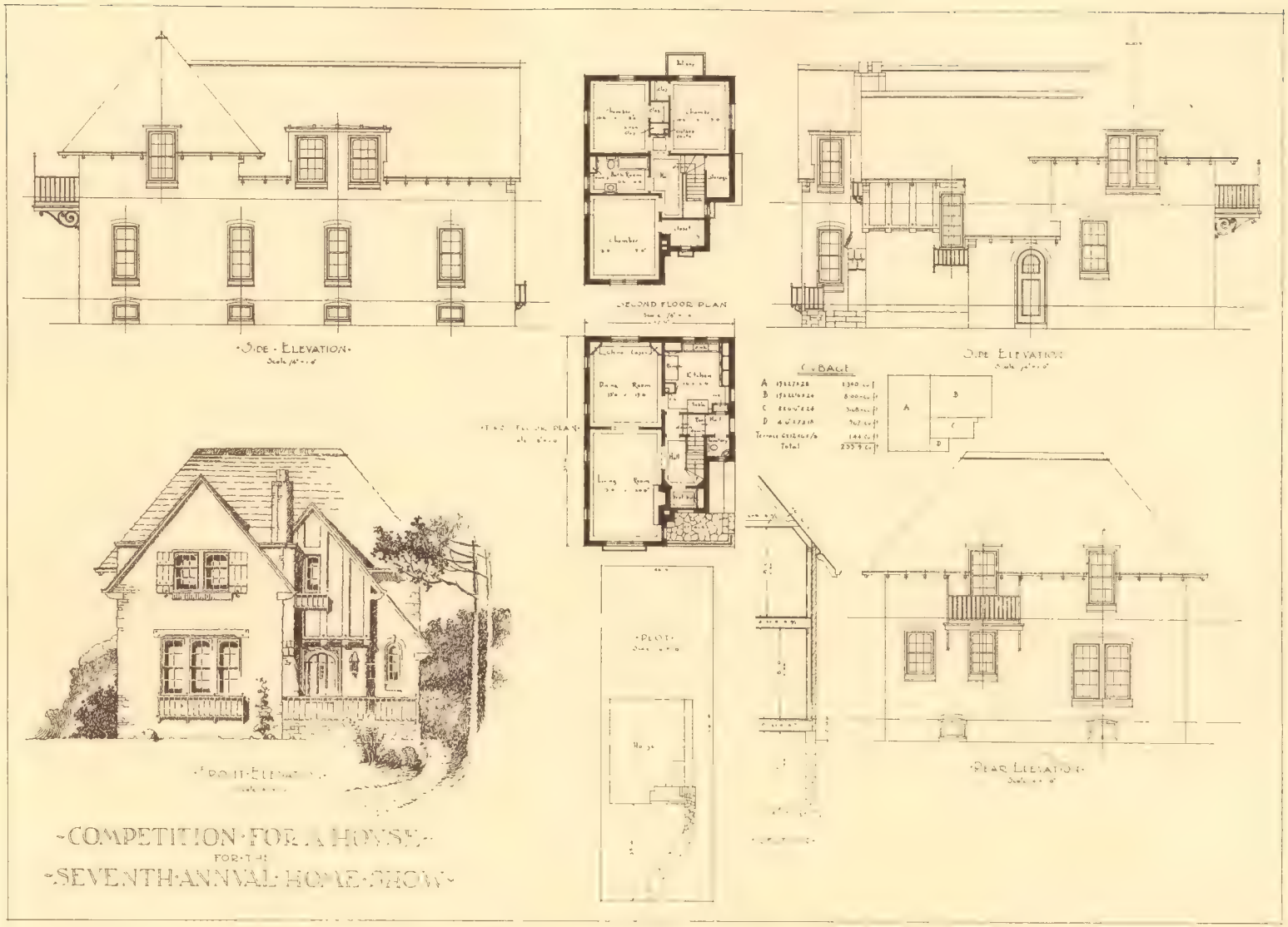


Designed by Lewis A. Siberz, 710 Edgewood Ave., Madison, Wis.

The plan of this design is fair although otherwise the whole scheme has very little English feeling.

Designed by Alvin Grellinger, 1011 35th St., Milwaukee, Wis.

Plan too ambitious in regards to kitchen and butler's pantry. Omitting small windows at sides in front elevation and enlarging window on stair landing, the appearance would be considerably improved. Too flat roof at low point over porches. Exterior simple and in good taste. Plan arrangement in second floor not so good. Rather wasteful of space. Pleasing arrangement and presentation of sheet.



Designed by Chas. W. Valentine, 1351 Richland Court, Milwaukee, Wis.

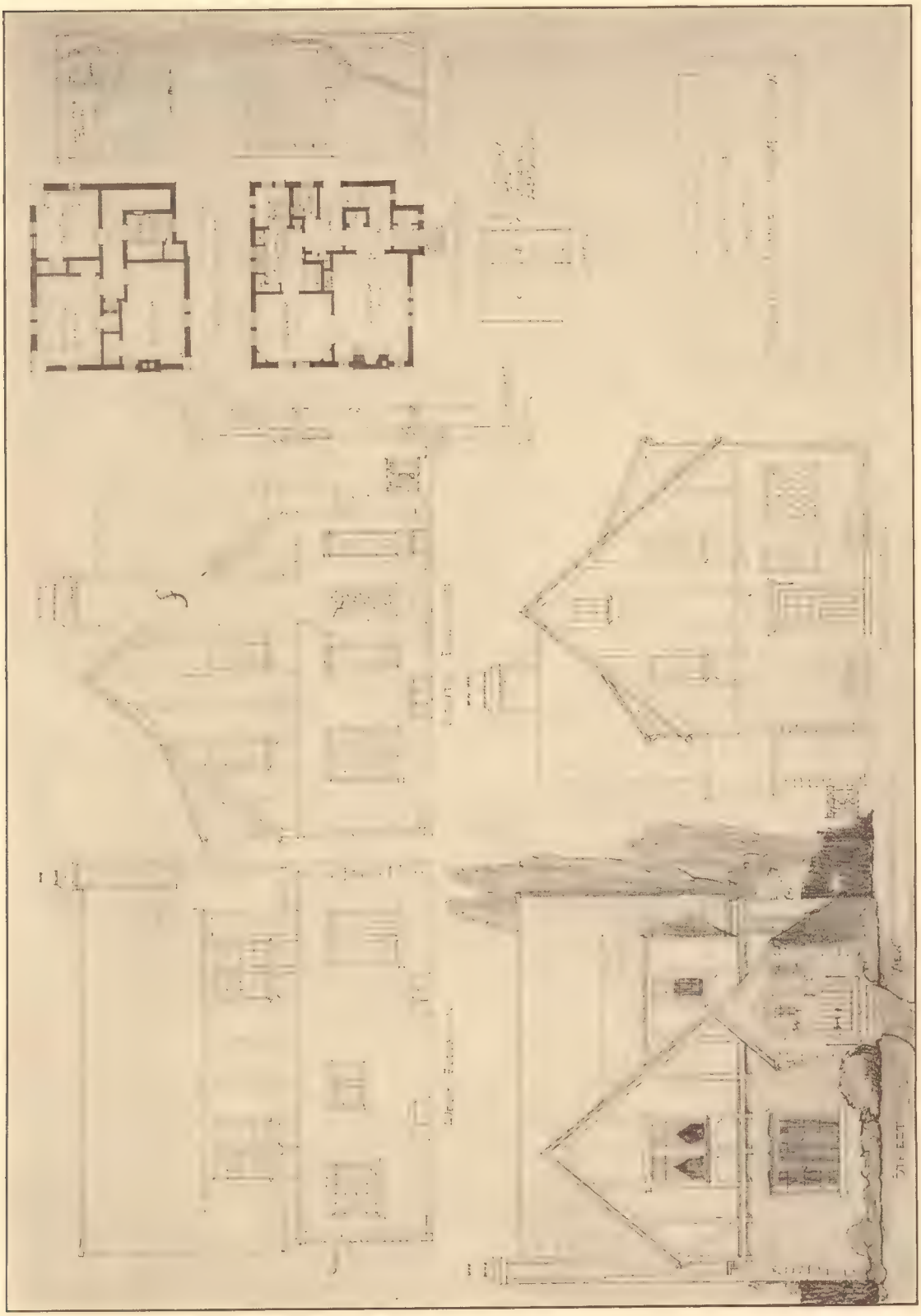
The plan of this design is quite good. The different exterior elevations do not seem to conform in style. The side elevations suggest a French type of design with the big overhanging roof.

Designed by Jay F. Crowley, 259 Avon Court, Wauwatosa, Wis.

The main criticism of the plan is the round-about way to get to the front door from the kitchen and the ill-placing of the living room mantel. As a whole, both the plans and elevations show a lack of s tudy and a poor appreciation of design.

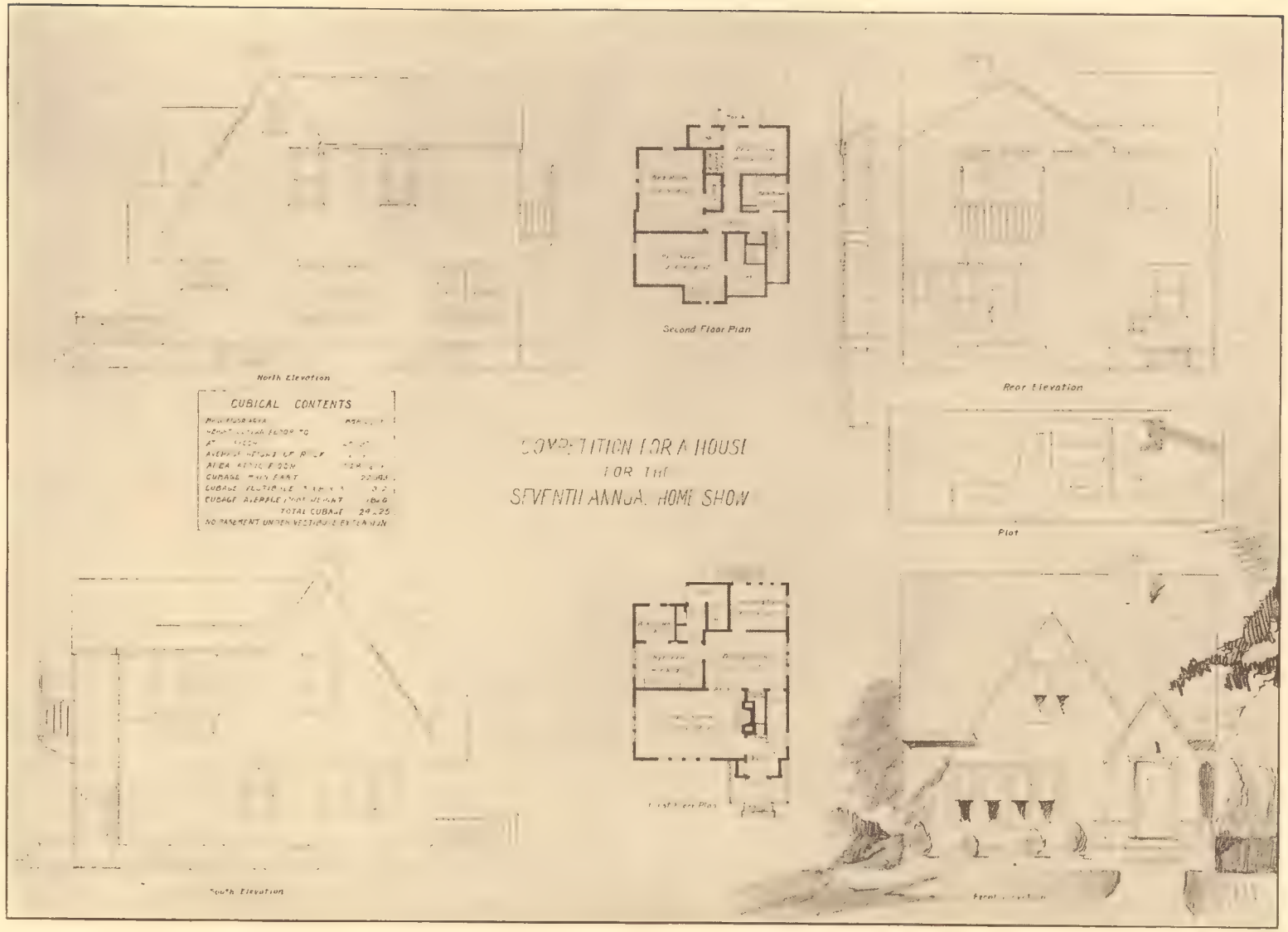
Designed by Harold Jennrich, 222 N. Milwaukee Ave., N. Milwaukee, Wis.

In general, the plan has many good points about it except for the porch which should be more open. As it is now, the porch has altogether too much unbroken wall area. The porch, in fact, forms an additional vestibule. The pitch of the roof over the porch is too flat to be practical. The general lines of the exterior especially the front, make a very charming house.



Designed by Ruth M. Davis, 603 Prospect Ave., Milwaukee, Wis.

The plan in general is good. The range in the recess places it in a very dark position. The compactness of the plan has much merit to it. The overuse of half timber work on the exterior is to be regretted, as this is usually sham construction. Particularly poor is the large square headed closet window next to the circular main entrance door. The profile of the front entrance feature is also very unfortunate.

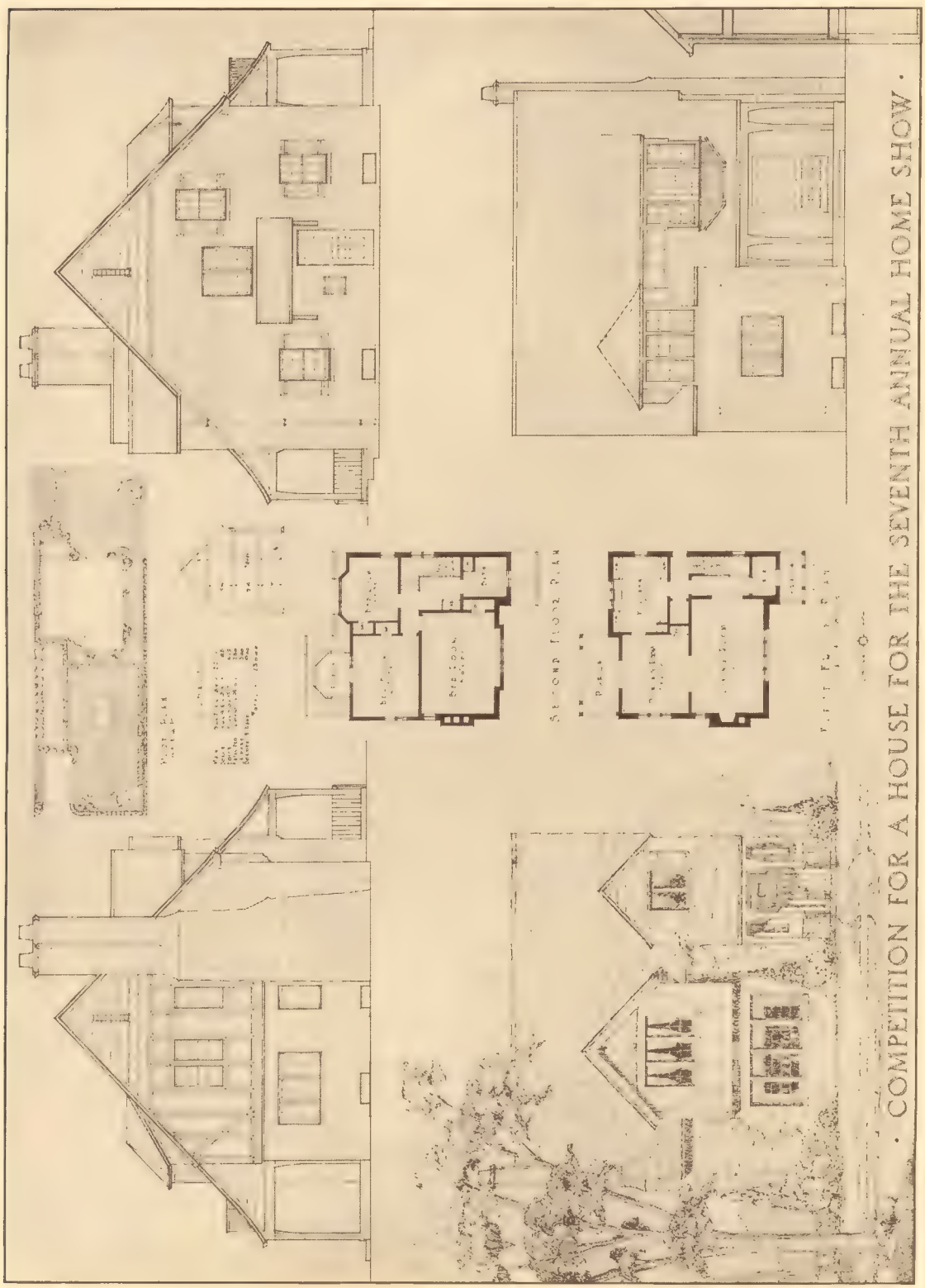


Designed by C. W. Illingworth, 724 Munroe Ave , Racine, Wis.

The second floor stair going out of the vestibule is bad. The plan has poor circulation and the position of the fireplace in the line of travel to the front door and to the upstairs is very unfortunate. The rear and north elevations do not resemble the house from the south at all. The various roof pitches on a house of this size and type seem to be quite uncalled for.

Designed by Robert Buehrer, 24 59th St., Milwaukee, Wis.

The plan shows a livable square house. The front elevation lacks English feeling though it is charming in its way. The overhanging second story stucco is apt to make for practical troubles.

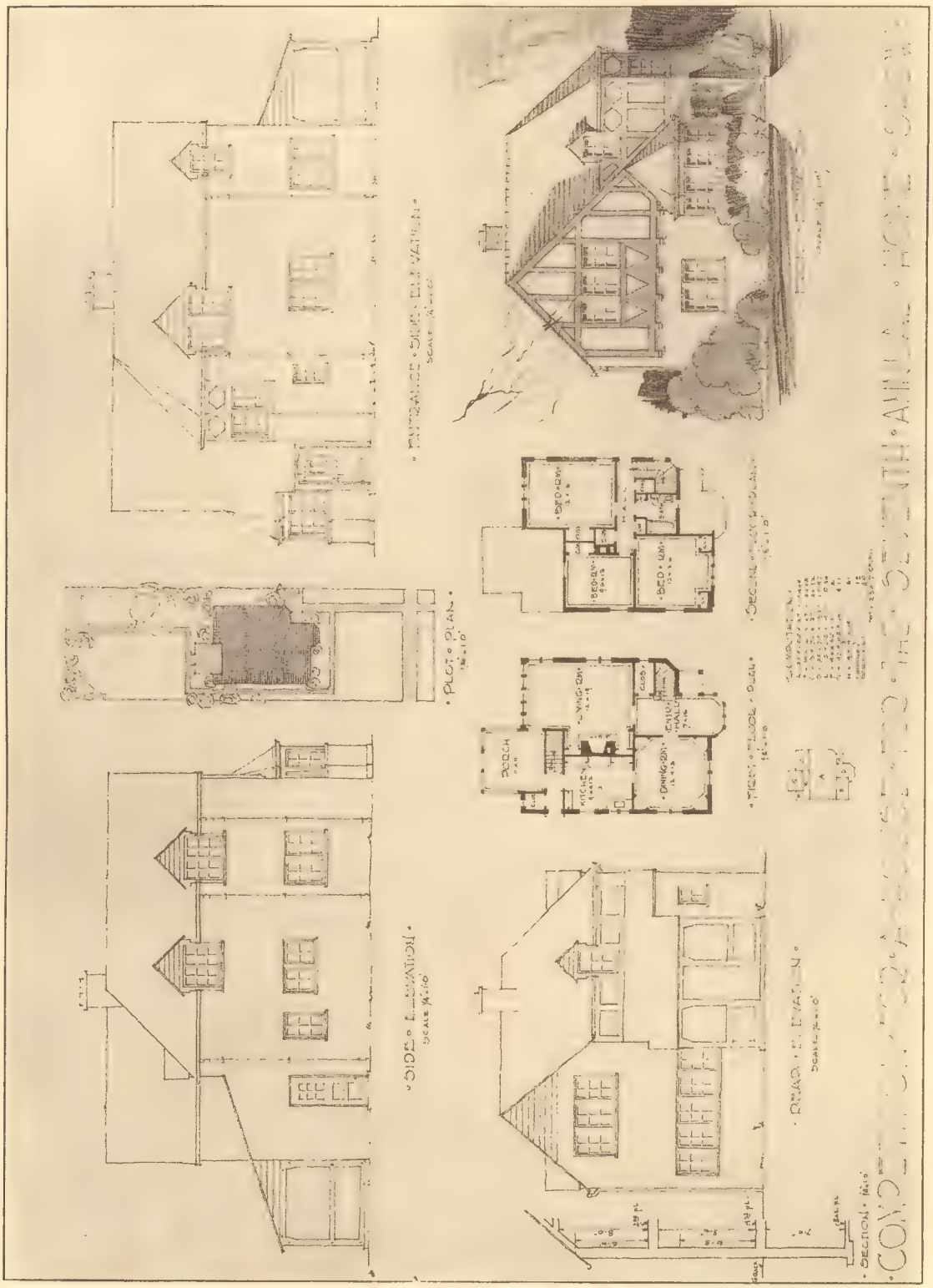


Designed by Henry Philip Plunkett, 1575 *Frederick Ave., Milwaukee, Wis.*

The plan opens up well and would make a very livable house. On the exterior, the outstanding defect is the two unrelated gable features on the front.

Designed by Theodore H. Wessel, 110 15th St., Milwaukee, Wis.

There is no reason for the circular towered vestibule and bath. The ingle nook is absolutely dark. The over-large oval niche in the dining room is of no practical use. There is a great deal of waste floor space in the second floor hall. The exterior has more of a French feeling than of an English house.



Designed by E. F. Fiedler, 164 Farwell Ave., Milwaukee, Wis.
Shows very nice draftsmanship. There does not seem to be a good reason for the entrance hall with its octagonal bay. The lack of a vestibule is quite a drawback for a house in this climate. Otherwise the house is quite livable. The excessive use of half timber which is usually fake should be discouraged.

Designed by Edmund F. Blanert, 594 Herman St., Milwaukee, Wis.

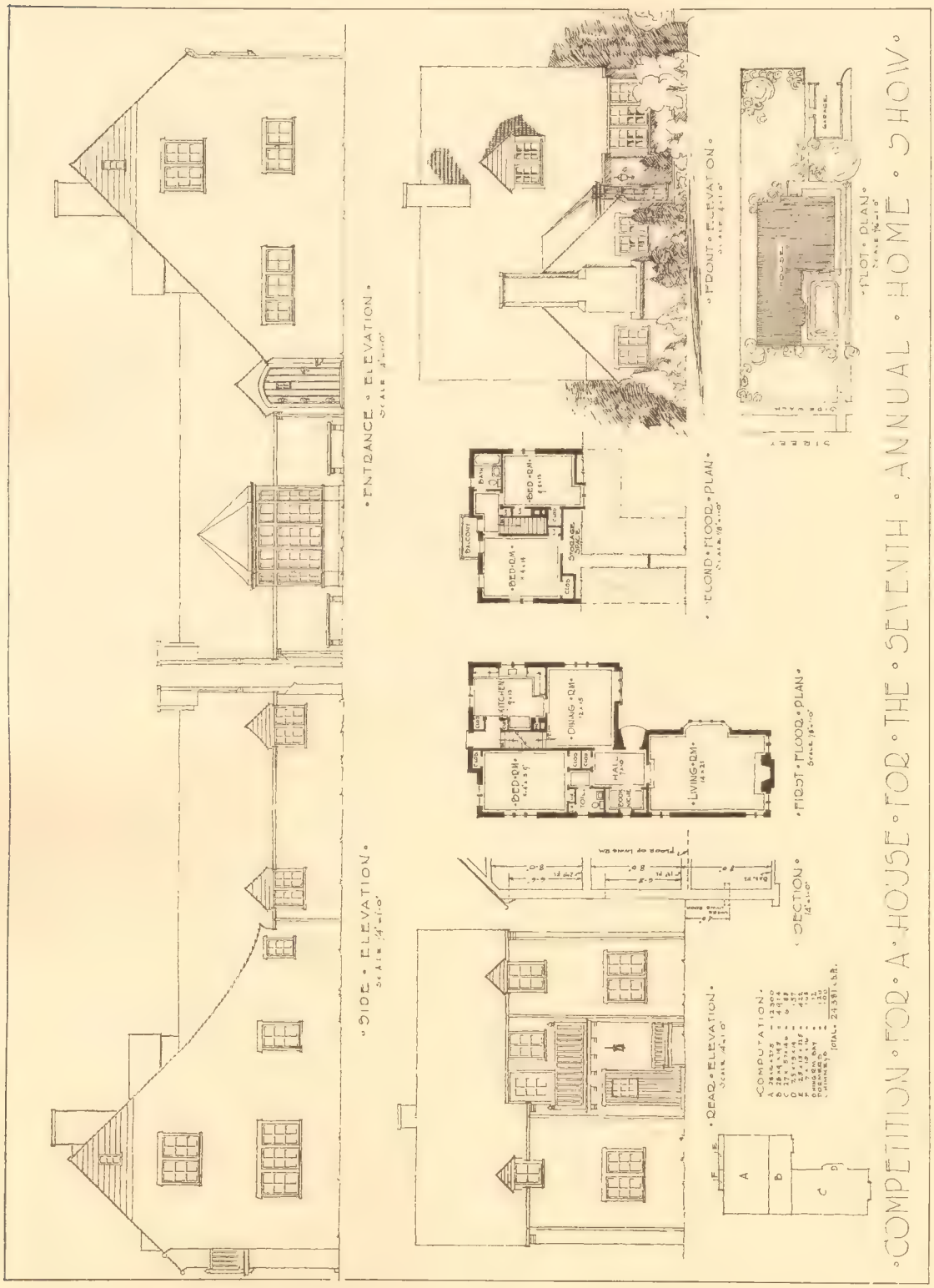
The first floor plan could be greatly improved if the doorway between the hall and the rear passage had been placed back at the kitchen door instead of at the foot of the stairs. Otherwise the plan is nicely worked out. The exterior elevations have good English feeling though the flat roof over the porch is apt to make for practical troubles.

Designed by Glenn R. Fadner, 910 77th Ave., W. Allis, Wis.

The entrance into the house is most peculiar, with the free standing post between the dining room, living room and hall. Another bad feature is the open stair case between the dining room and kitchen. The delivery man comes directly into the main part of the house. The second floor front bedroom is very poor in shape. The exterior elevations are poor, mainly because of the too many different sized and shaped motifs used. For example, on the front elevation, there are two sharply pointed gables, a hipped roof dormer and a metal hooded main entrance.

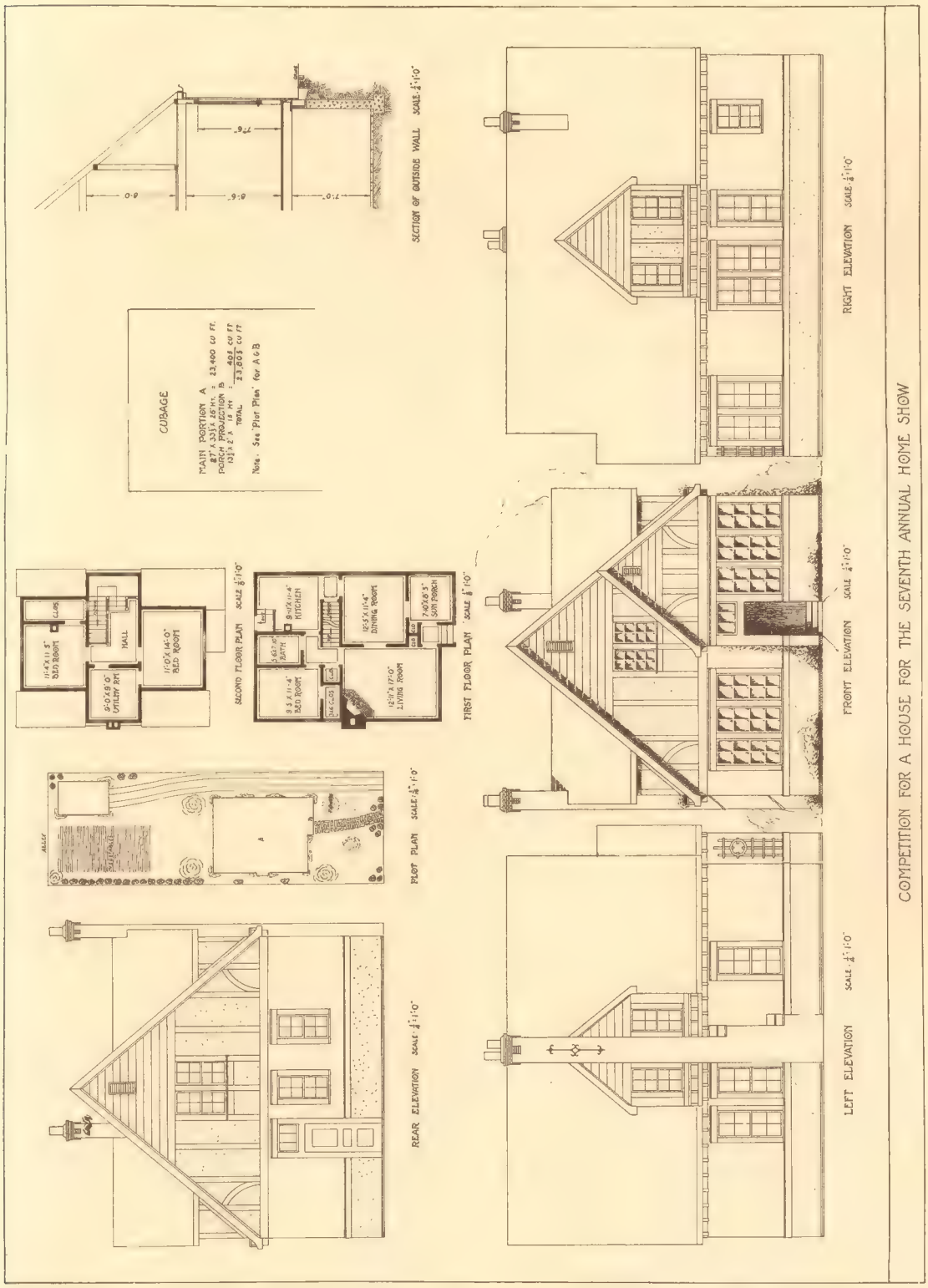
Designed by Theodore H. Wessel, 110 15th St., Milwaukee, Wis.

The plan in general is good. The ingle nook on the front end of house would be greatly improved if it had windows on the flanking sides. The front is quite charming; the over-large dormers on side elevation are very unfortunate. The flare up of the roof ridges are much too excessive.



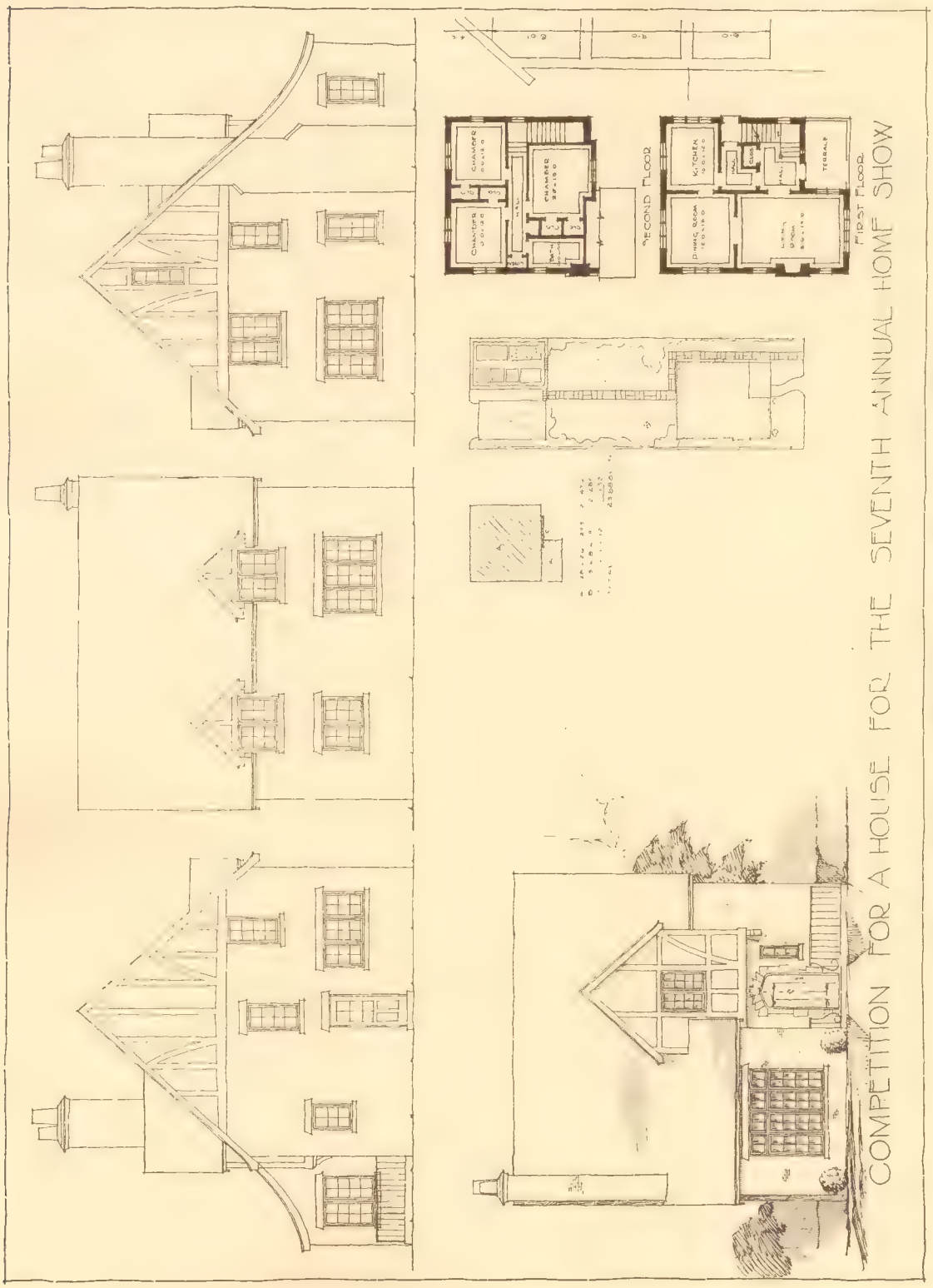
Designed by E. F. Fiedler, 164 *Farwell Ave., Milwaukee, Wis.*

This scheme shows quite a unique and livable house, although an expensive one to build. The front elevation would have looked better if the living room wing had been higher, it now being dwarfed by the high roof at rear. The living room bay-window shows lack of study.



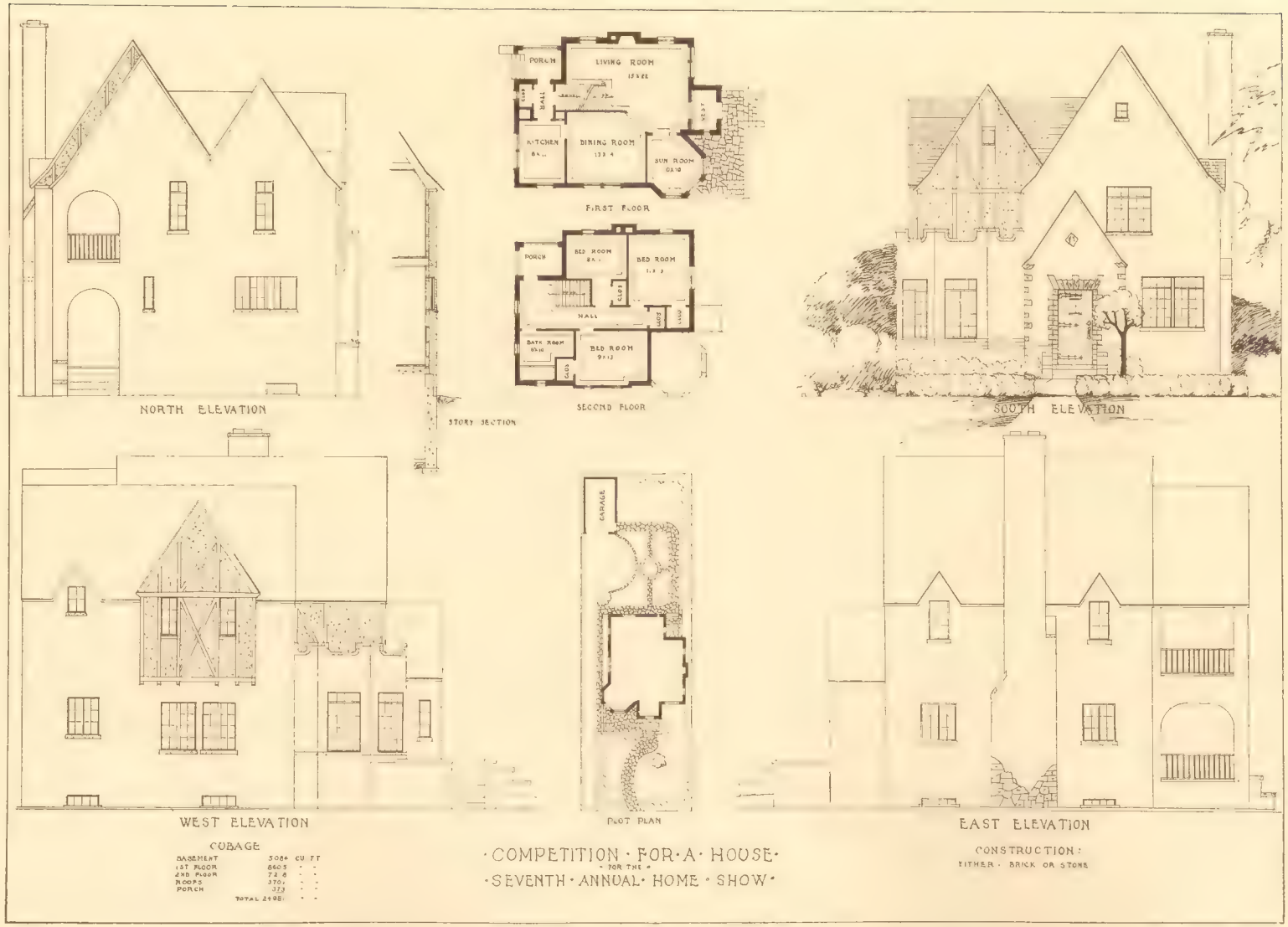
Designed by Clarence Sagstuen, Box 255, Rice Lake, Wis.

The combining of the entrance with the steps and the sun porch is bad, also the little stairway breaking into the kitchen. The elevations are not in good English style.



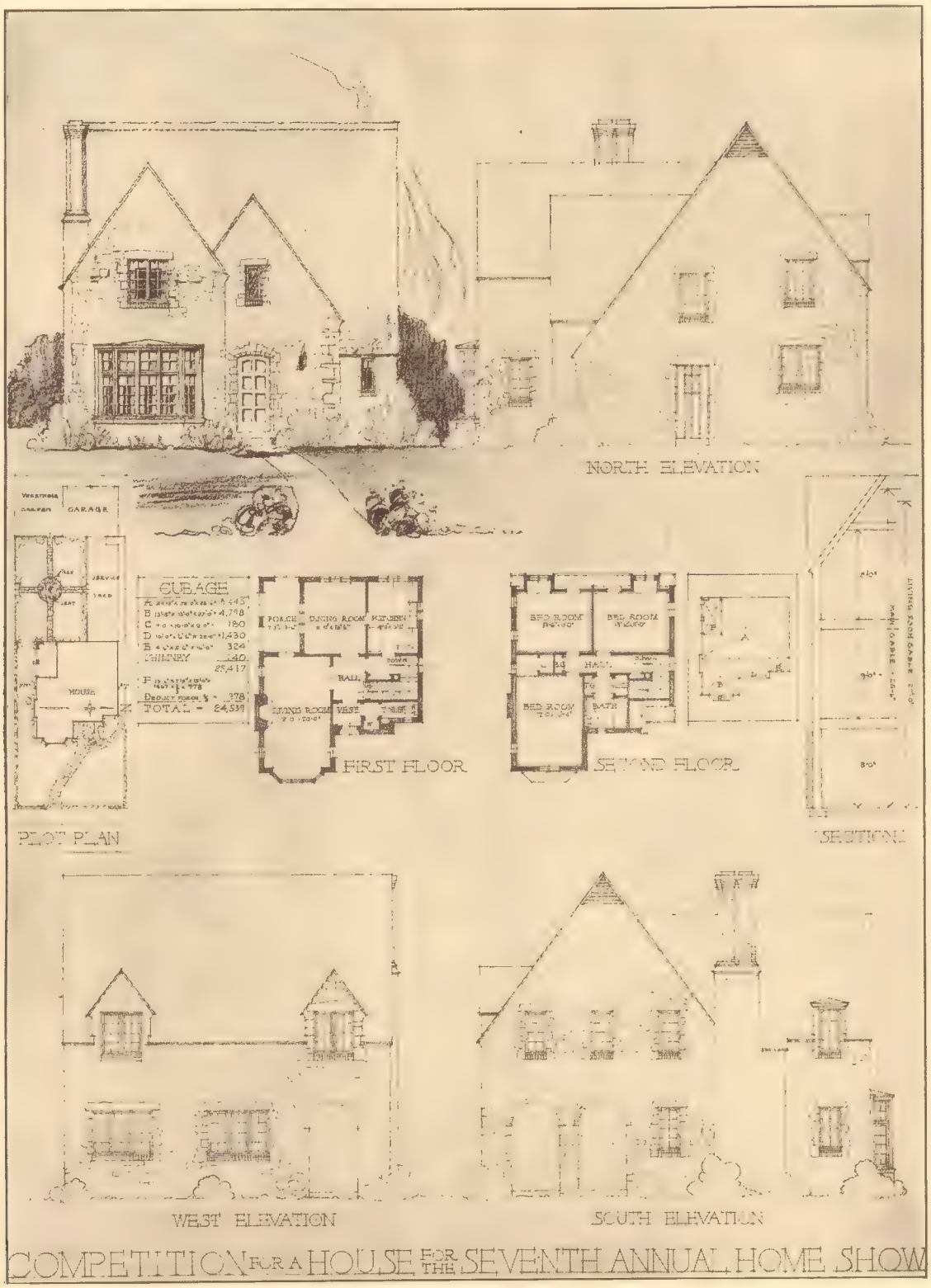
Designed by F. Orville Weber, 214 Mason St., Milwaukee, Wis.

The plan is generally fair, the main drawback being the lack of a vestibule which seems quite necessary in our cold climate. It is unfortunate that the largest bedroom has but two small windows to the front and no cross ventilation. The elevation shows poor appreciation of design.



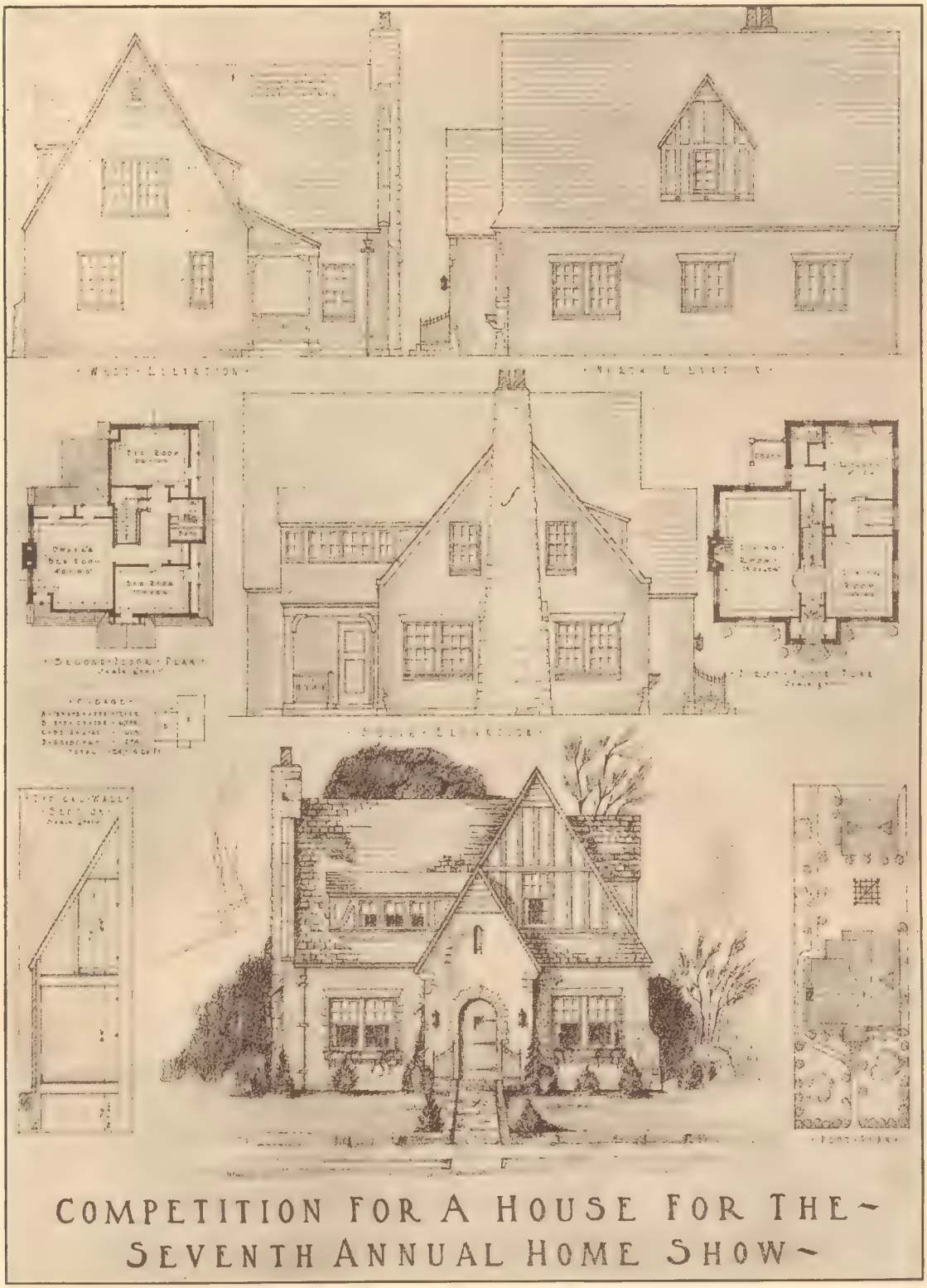
Designed by Victor H. Hackbart, 131 Gillett St., Fond du Lac, Wis.

This plan is poor on account of its awkwardly shaped living room, sun room and dining room. Also the acute corners in the plan are very poor. The exterior lacks appreciation of principles of design.



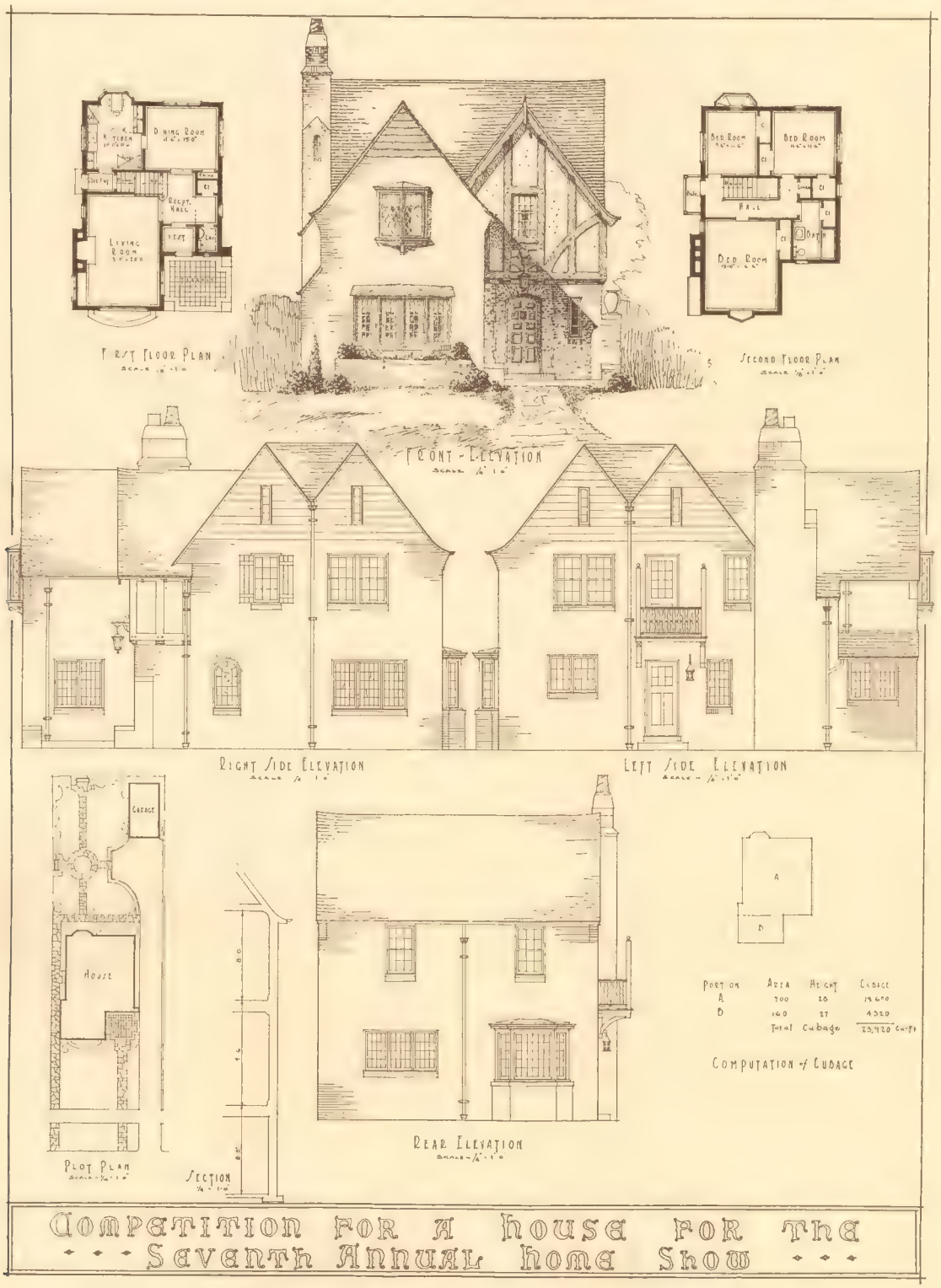
Designed by Peter H. Petersen, 634 Sixth Ave., Wauwatosa, Wis.

The plan in general is good although somewhat complicated by the many doors at the main entrance, vestibule, toilet and wardrobe. The lack of suitable closets in the two rear bedrooms counts against this design. The exterior has good English feeling.



Designed by Ragnar L. Larson, 251 E. Wells St., Milwaukee, Wis.

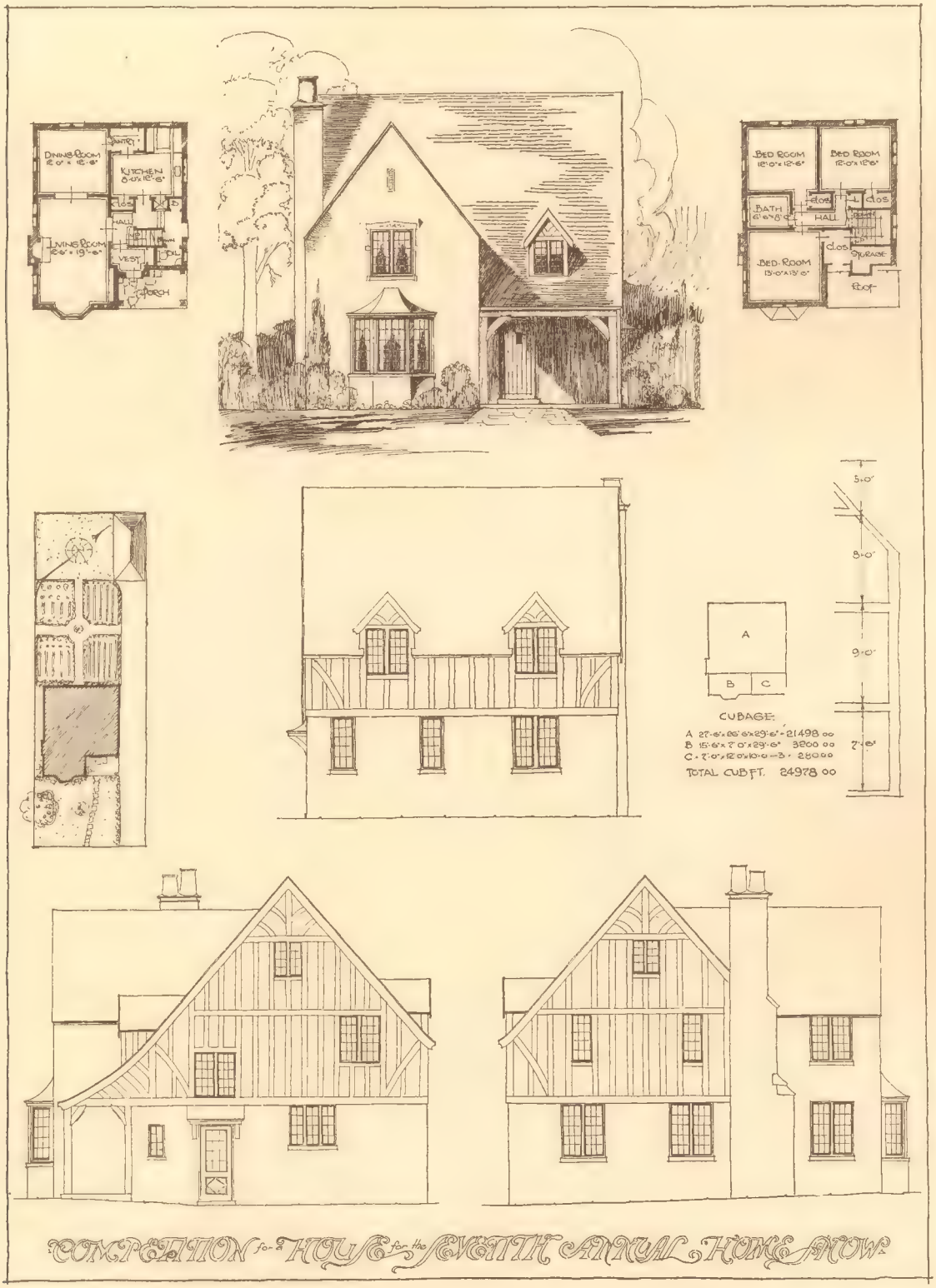
The plans of this house are generally good with the following exceptions: There is an apparent tightness of the hall between the living room and the dining room and there is much wasted space in the second floor hall. The front elevation would look much better if it was simplified.



Designed by Edmund F. Burczyk, 74 Burleigh St., Milwaukee, Wis.

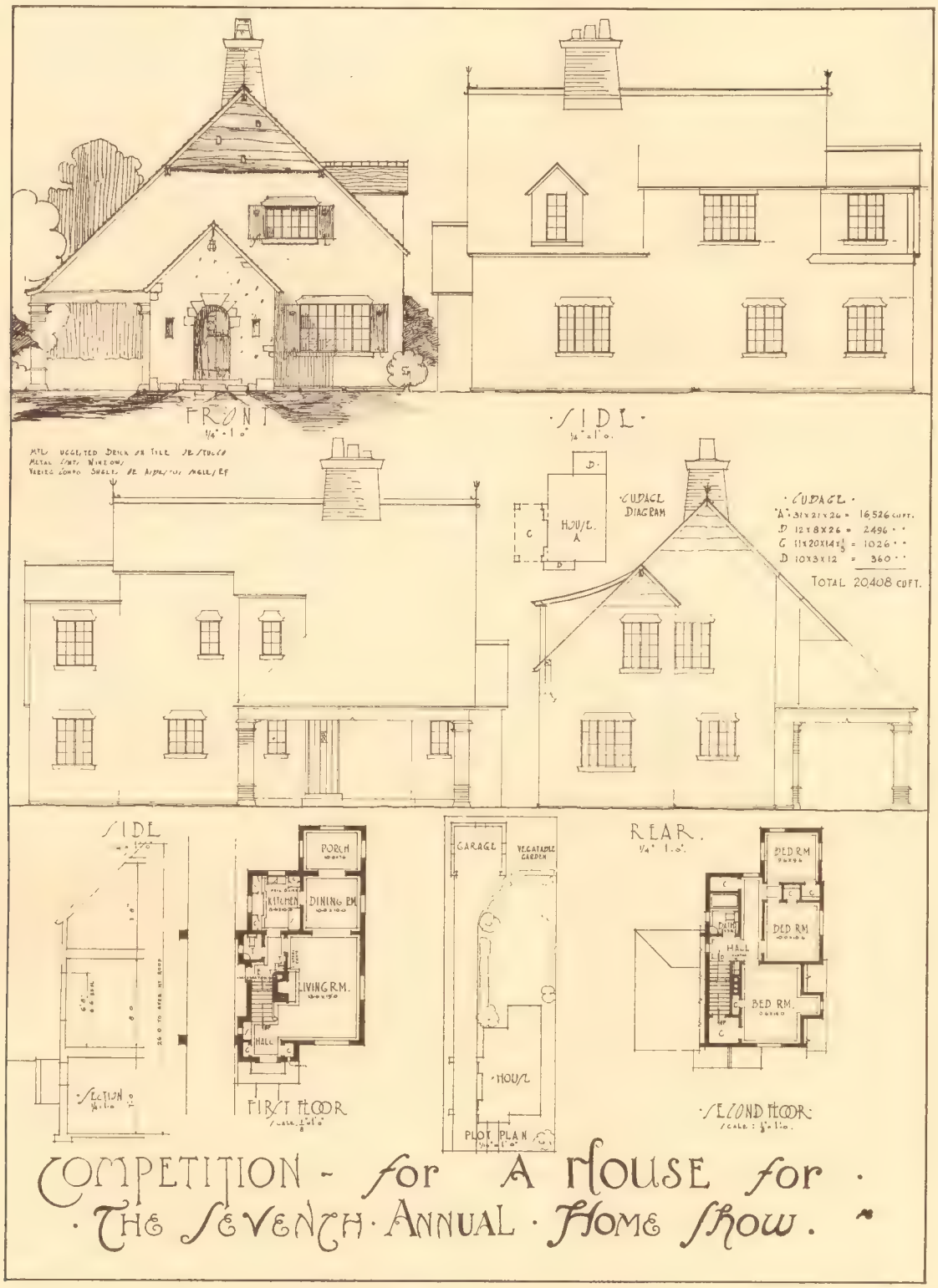
The plan has some charming features, but the lack of a post or support in the corner of the living room would not look well. The main bed room has not sufficient windows.

In general, the exteriors have good English feeling, but the profile of the front elevation, with the sloping roof over the living room alcove and the flare-outs at the eaves are not good design.



Designed by Henry Koether, 1292 First St., Milwaukee, Wis.

The plan shows much merit, and if the elevations would show better design, this house would have been placed near the top.



Designed by Robert S. Chase, Janesville, Wis.

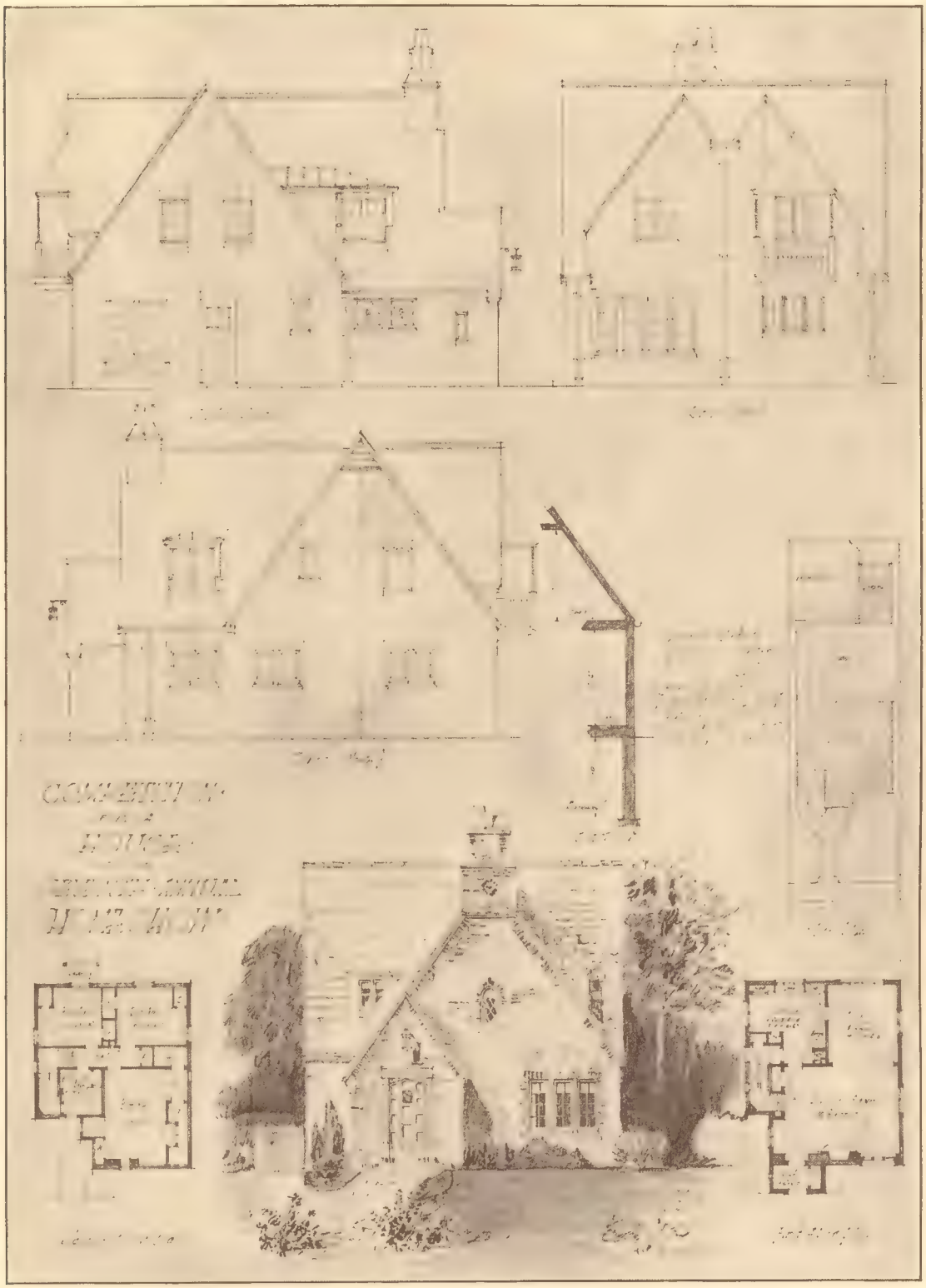
The sheet is nicely arranged. The lack of a vestibule and the tightness of the stair to the front entrance door is quite a detriment. The fireplace is poorly placed in that it is in the line of travel from the kitchen to the front halls. The front elevation has not enough home character but suggests more a rural public building.

Designed by Robert S. Chase, Janesville, Wis.

This scheme shows too much flamboyant draftsmanship and suggests jazz architecture.

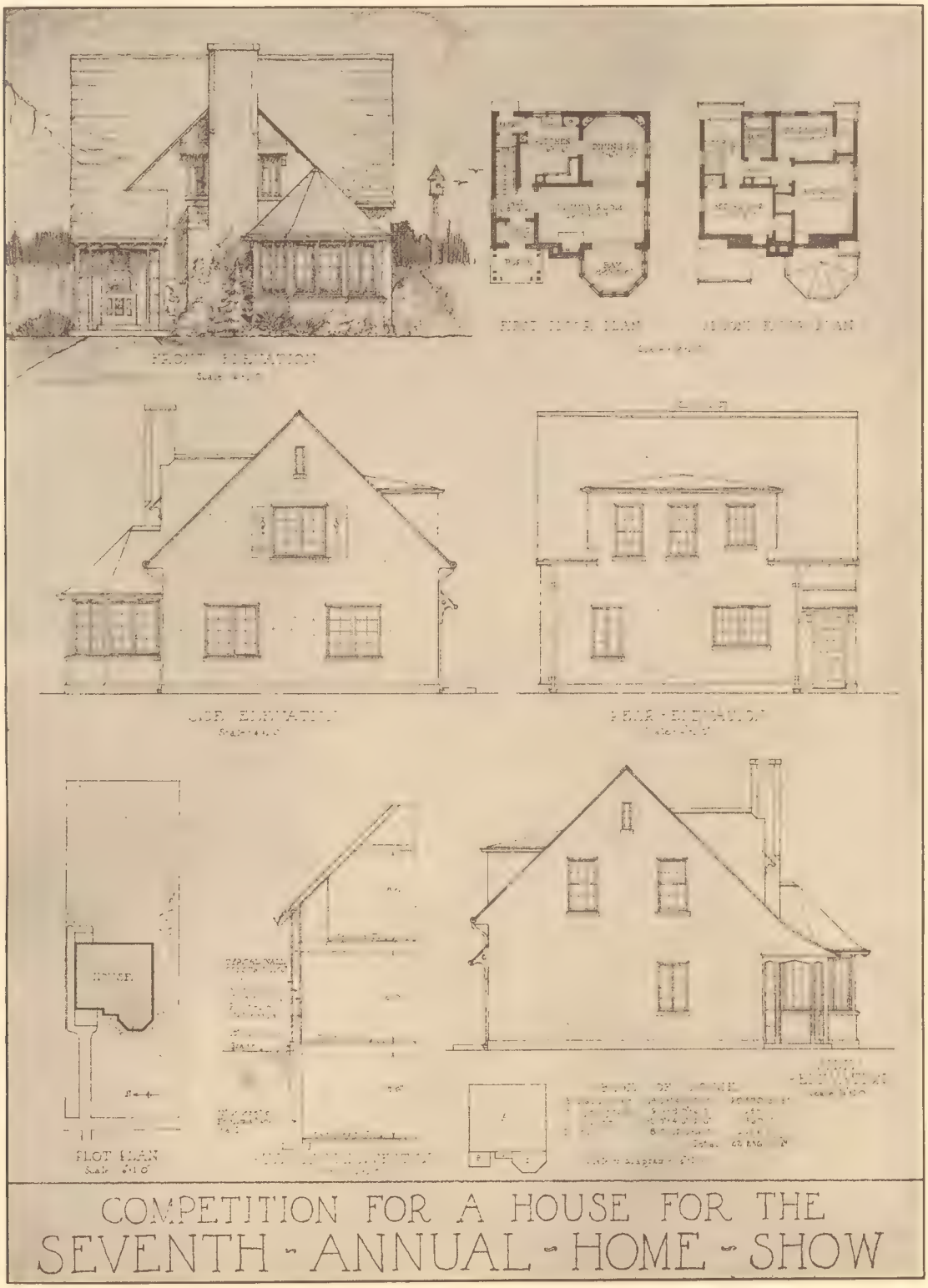
Designed by Robert F. Gustopon, 223 E. Wells St., Milwaukee, Wis.

The service entrance toward the front of the house gives this feature undue prominence. The front elevation is very meritorious and has good English character.



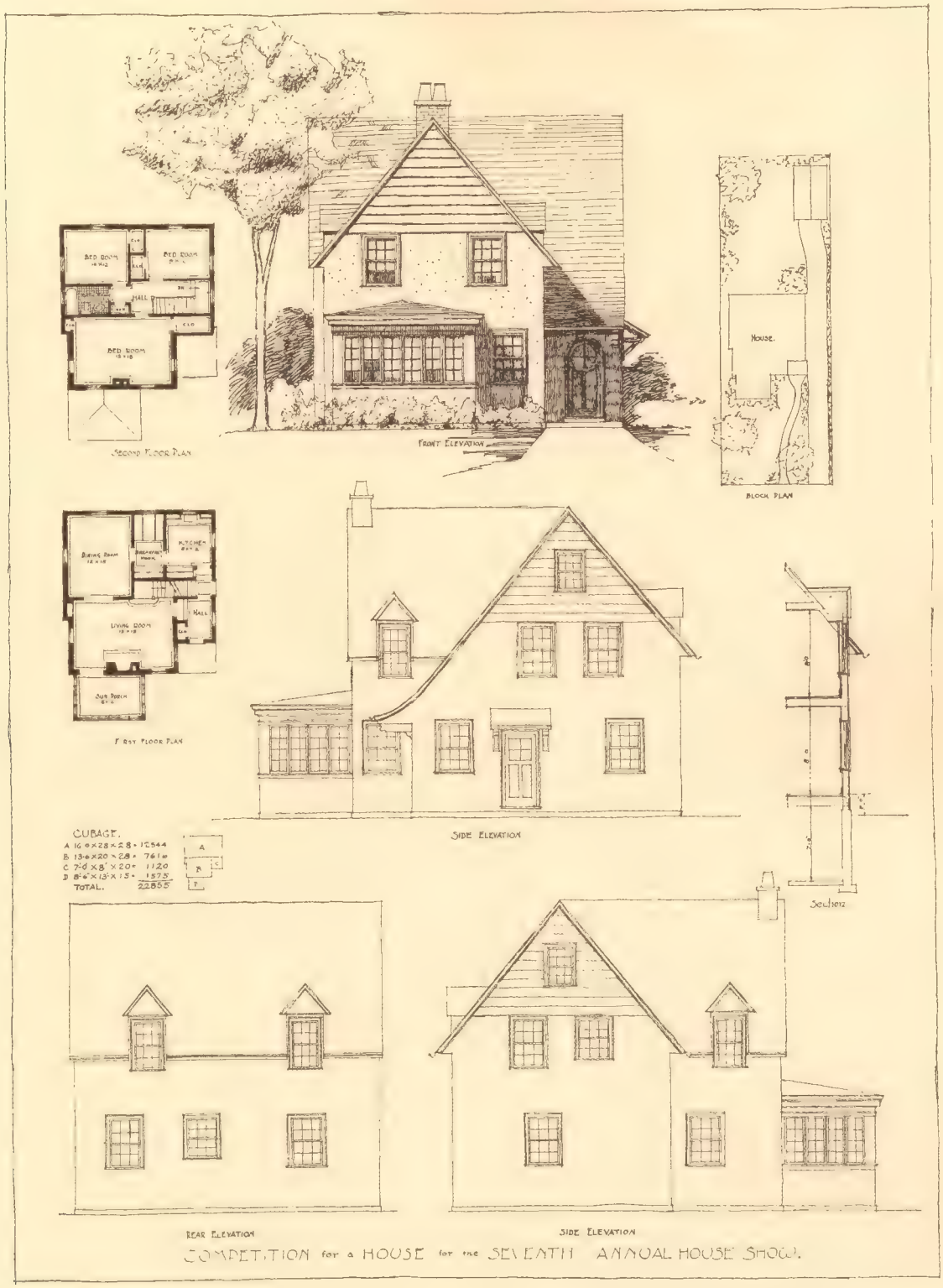
Designed by Walter M. Trapp, 623 Chambers St., Milwaukee, Wis.

The unfortunate rendering of the front elevation does not bring out the good merits of this design. The house has good English feeling. The plans are well thought out.



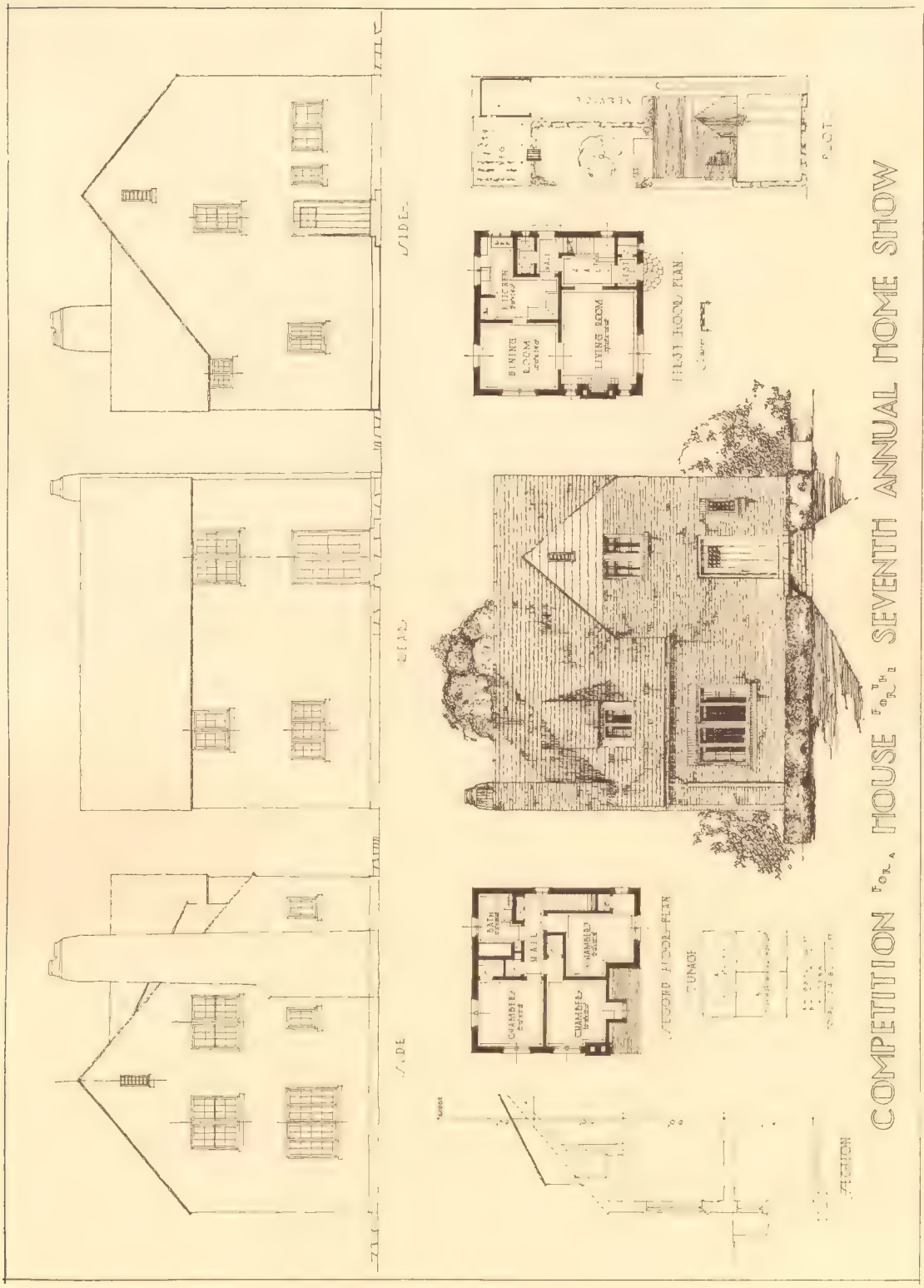
Designed by Richard W. E. Perrin, 902 Richards St., Milwaukee, Wis.

The plan shows a quite livable house very compact in plan. The greatest objection is the lack of wall space in the living room and the over size of the bay in relation to the living room. These defects of plan also show up on the exterior. There are too many unrelated motifs on the front elevation.



Designed by Frank M. Van Osdel, 1703 Wisconsin Ave., Milwaukee, Wis.

The approach from the front door to the living room and the lack of wall space are the main criticisms of the first floor plan. The second floor is worked out very much better. The sun porch projection or wing shows a lack of study but the rest of the house is fair in design.



Designed by Nic Radosbevich, 241 Knapp St., Milwaukee, Wis.

The kitchen in this scheme is very poorly shaped and the placing of the range in a dark recess is very impractical. On the second floor, there is really no bedroom which is deserving of being called the "Master's bedroom". The exterior is very simple and quite pleasing although the different roof pitches on the side elevations do not harmonize with the roof pitches on the front.

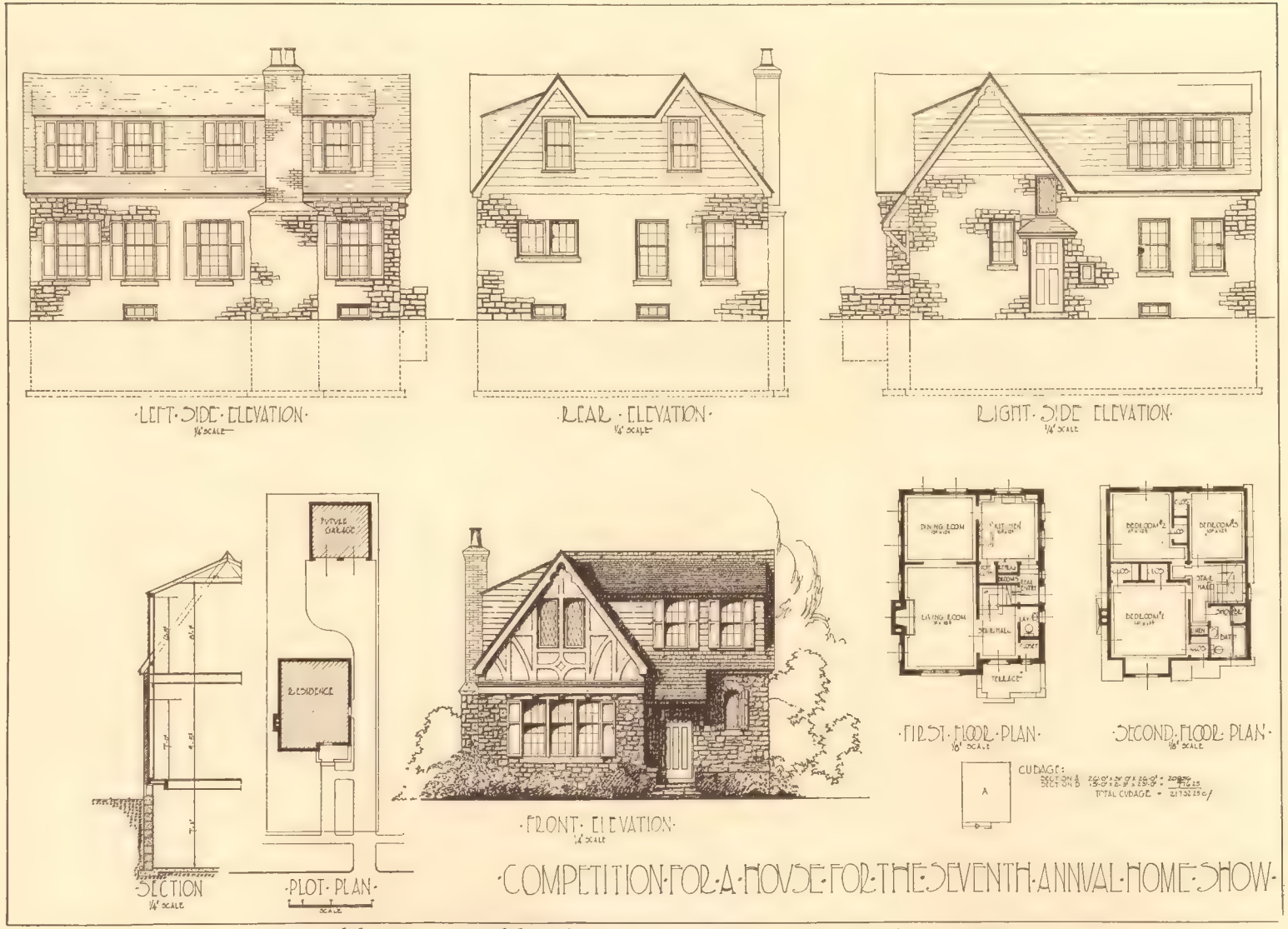
COMPETITION FOR A HOUSE FOR THE 7TH ANNUAL HOME SHOW.

Designed by Alfred T. Waldo, 593 12th Ave., Wauwatosa, Wis.

The first floor plan is quite good. The main drawback of the second floor plan is the lack of wall space in the main bedroom. The front elevation has good English feeling. The shallow hood with the main roof sweeping down over it would not look well in perspective. The bay-window in the dining room is an expensive structural feature and looks ordinary.

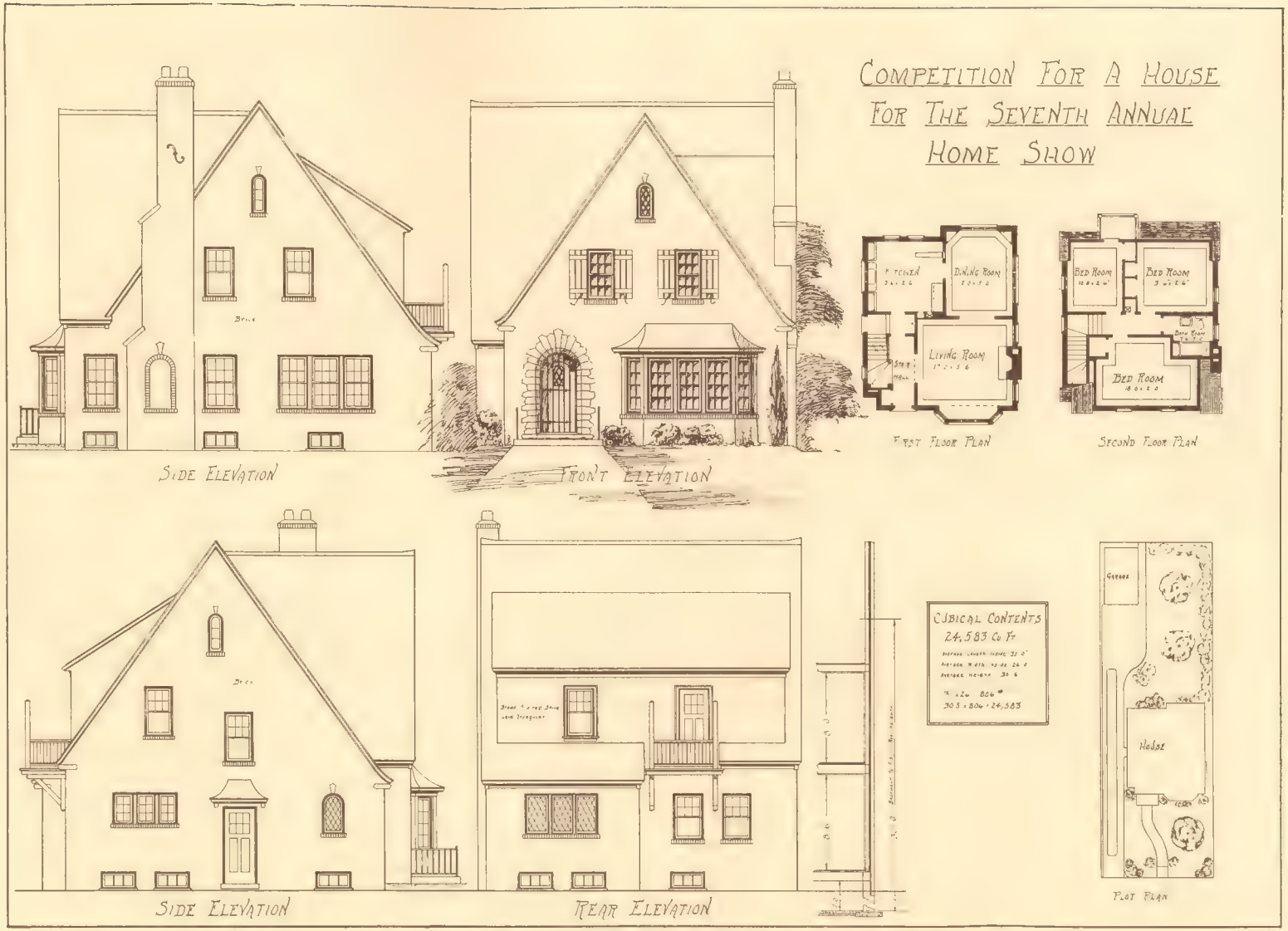
Designed by Wm. J. Kozick, 566 27th St., Milwaukee, Wis.

The main entrance on the side and the extremely large central hallway are not good in a house of this type. The exterior elevation shows very little feeling for the appreciation of design.



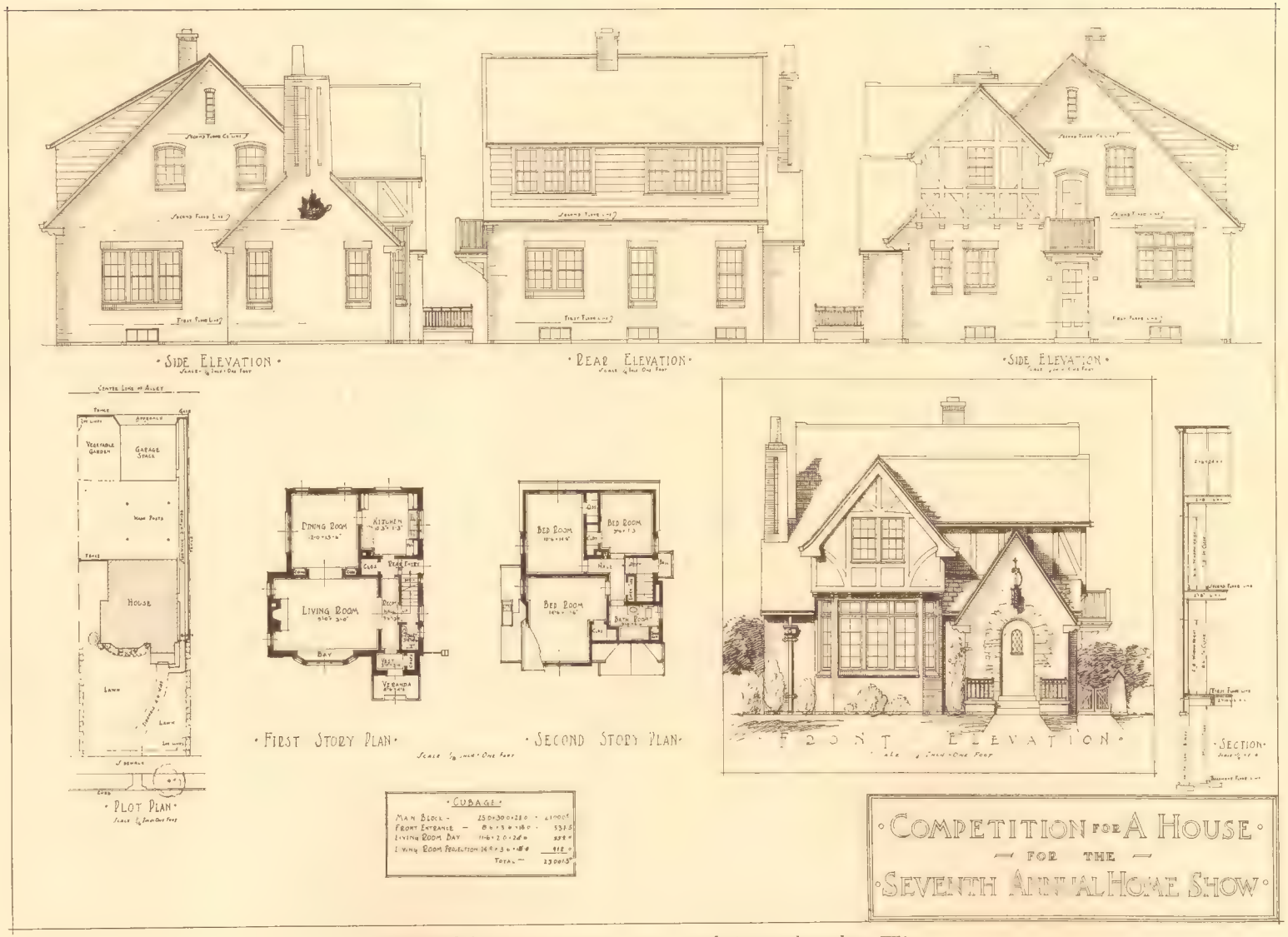
Designed by Commonwealth Builders, Inc., 530 Wisconsin Ave., Milwaukee, Wis.

This plan lacks a vestibule and the long journey from the kitchen to the front door is a great objection for a small house and is not good planning. The elevations are particularly unfortunate.



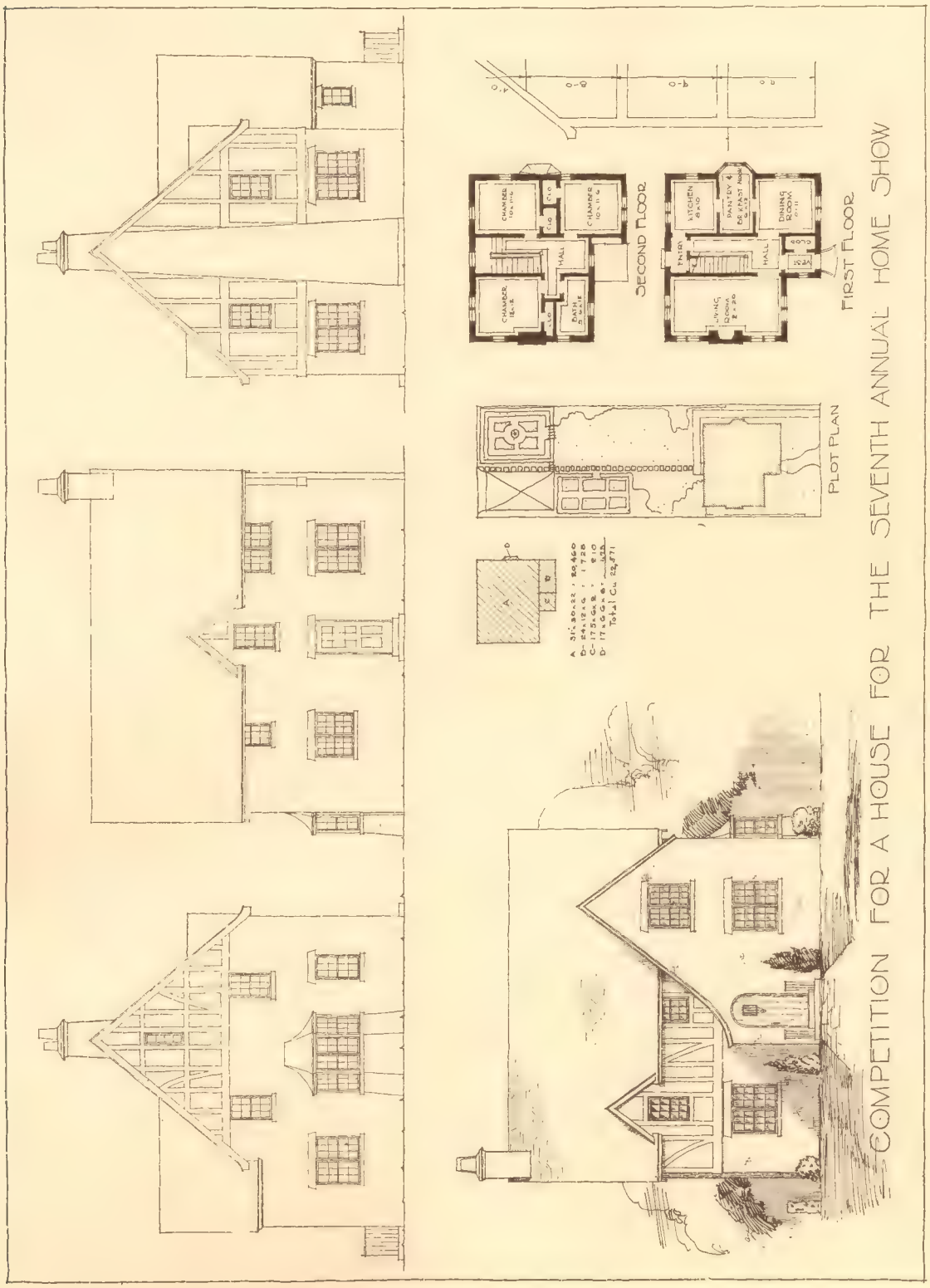
Designed by Floyd J. Clark, 428 29th Ave., Milwaukee, Wis.

The omission of vestibule is to be regretted although it can easily be arranged for. The plan is a good straight forward type. The master's bedroom is very unfortunate in plan. The exterior shows somewhat of an English feeling but is very ordinary and shows lack of study, particularly with reference to the bay-window and chimney. Why are blinds indicated only at two windows?



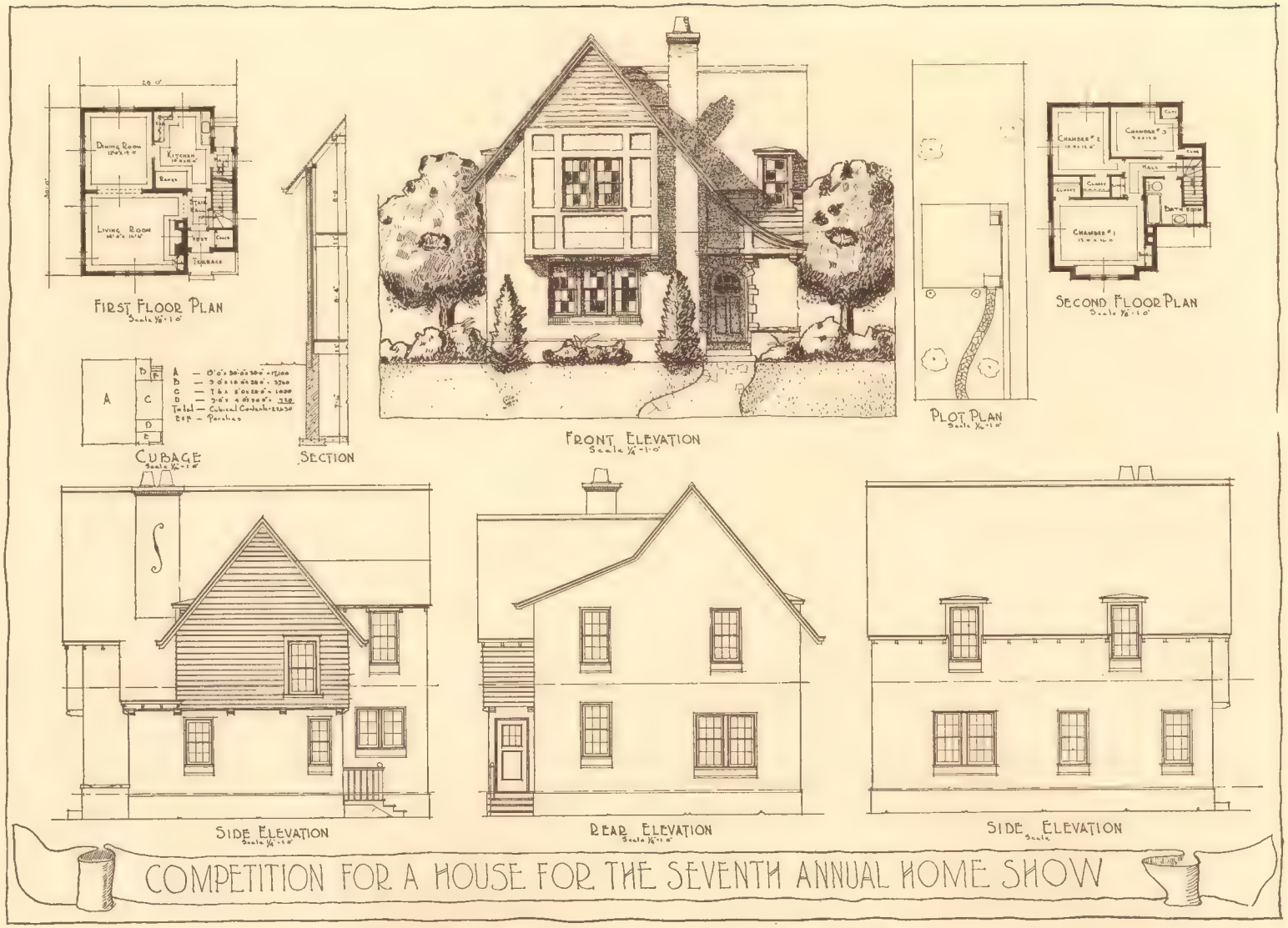
Designed by A. W. Gross, 1935 15th St., Milwaukee, Wis.

The plan is good, giving an attractive living room but the 3½ foot wide reception hall is cramped. The exterior, particularly the front elevation, is too broken up and lacks unity and simplicity.



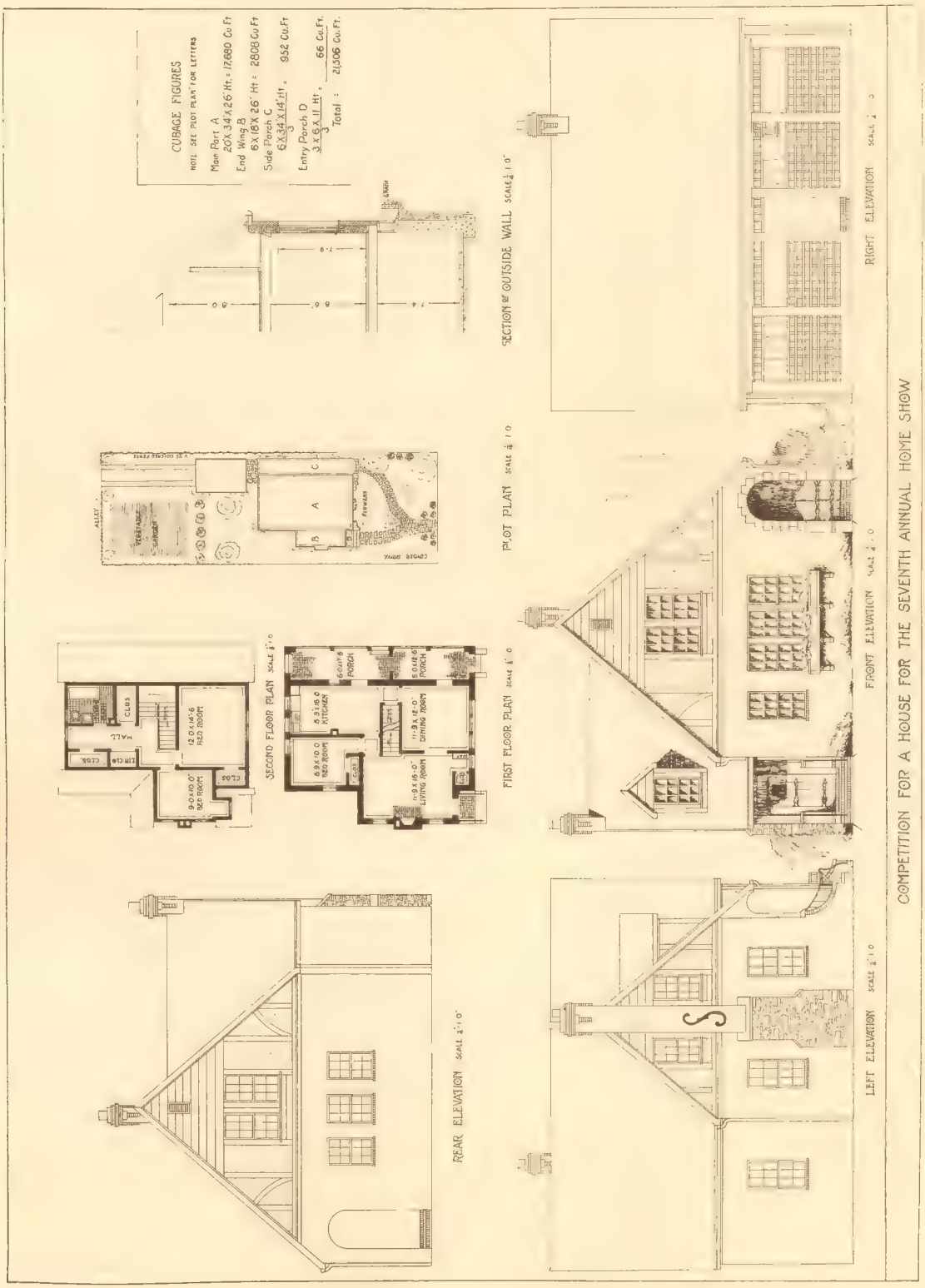
Designed by F. Orville Weber, 214 Mason St., Milwaukee, Wis.

The oversized long halls demerit this scheme. The exterior shows too much half timber and the shallow slope of the roof coming close over the top of the arched front entrance door is poor architecture.



Designed by Wm. Earl Schuppert, 641 27th St., Milwaukee, Wis.

The plan is commendable. The exterior is very ordinary with its over hanging, half timber, bed room, bay and the bath room dormer placed badly at the edge of the roof. The sides and rear elevation are ver y commonplace.



Designed by Clarence Sagstuen, Box 255, Rice Lake, Wis.

The main defects of the plan of this scheme are the lack of a vestibule and the narrow long porches on the side. The elevations are not in good English style.

RESIDENCE
DR. C. E. ALBRIGHT
Lake Drive, Milwaukee
Architects:
Eschweiler & Eschweiler
Contractors:
Gruenwald & Dunlop

A few of thousands of homes built of CINCRETE

RESIDENCE OF WALTER
C. JANCE
Manitowoc, Wis.
Architect
Leo Schroeder, Manitowoc
Contractor
W. W. Schwantes Mfg. Co.
Manitowoc

RESIDENCE OF FRANK BOOZ
310 Upper Parkway, South
Wauwatosa, Wis.
Architect: Hugo Logemann
Milwaukee
Contractor: Wm. J. Dallman
Milwaukee

RESIDENCE OF E. J. BLASER
Manitowoc, Wis.
Architect: Thomas S. Van Alyea
Milwaukee
Contractor: Geo. Danielson
Manitowoc

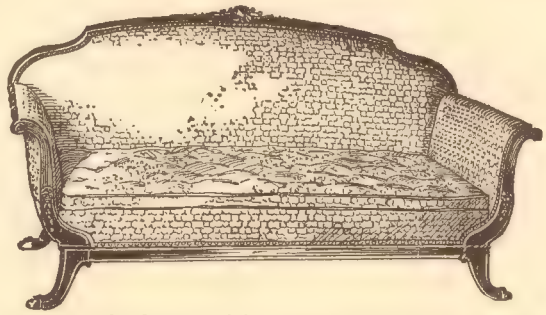
ROBERT HACKETT RESIDENCE
Corner Newton and Lake Drive
Eschweiler & Eschweiler
Architects
Wm. Winter & Son
Contractors

CINCRETE CORPORATION

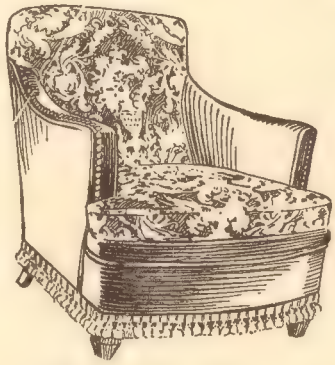
CHICAGO
228 North LaSalle Street

MILWAUKEE
591 Canal Street

HAVE RILLING Furnish Your Home And Save Money.



Duncan Fife design, solid mahogany sofa with reversible hair-filled cushions and tapestry denim covering. One of Rilling's latest creations. Decorative as well as comfortable.



English Type Club Chair. Combines clean-cut, graceful lines with solid comfort. Imported linen frieze and mohair covering. Down reversible cushion.

Your Living Room is the most important room of your home. In former years the parlor was a room to look at and only used on special occasions. Today it is the living room where you receive and entertain your friends and where you spend your evenings. It is there where your friends get their first impression of your home.

See this stunning pull-up chair with its bright modernistic covering.

Do Not Forget or Overlook that RILLING'S STEEL WEBBING

is recognized as the only safe and permanent foundation for upholstered chairs and davenports. Absolutely guaranteed not to sag or break down. Every piece of upholstered furniture has our STEEL WEBBING Foundation.

NOW IN USE IN OVER 1000 HOMES

We manufacture, display and sell under one roof. Located just outside the high rent district, only a few blocks from the downtown furniture center.

THIS NEW METHOD OF MERCHANDISING MEANS A SAVING TO YOU

CUSTOM-MADE LIVING ROOM FURNITURE

ORIGINATORS CRAFTSMEN

Rilling

SERVING THE PUBLIC DIRECT

Nap-a-Wyle Chairs - Living Room Suites

Factory and Showrooms:
392-398 FOURTH STREET

Open Monday and Saturday Evenings

THE ENGLISH HOUSE

By Harry W. Bogner, A. I. A. Architect

WHEN referring to an English House, one generally thinks of a house, in type similar to the style used in England during Elizabethan and Jacobian times. A house done in the style of any other English period, we tend to describe in the terms of its age and characteristics, as for example, a house of the Georgian period, or early Victorian, or Adam, and it is not generally thought of when we talk of English style.

For many years throughout Europe and America, the English house has been looked upon by architects as the type of house possessing great livableness and comfort. There is something very easy and informal about an English house; it seems to perfectly express the English gentleman with his ability to be well dressed in loose, comfortable, and even ill fitting clothes. Also in Germany the English house has been looked upon with great favor and it is continually being held up as an example having the qualities of a real home. It is particularly well suited to people who do not insist on formality, but rather appreciate coziness, harmony and a sort of simple, plain dignity. It is best for those who don't care for rigid conventions but would rather give more natural and unhampered expression to themselves.

The similarity of the climate of England to that of our own, makes the English House, which certainly was built to meet the climatic conditions of England, particularly adaptable to our own climate. It is a fact that people living under the same climatic conditions develop similar qualities which find expression in their homes, and this is another reason why we fit into any English home so easily and like its style so well.

Having arrived at the conclusion that the English house is well adapted to us, let us investigate some of the chief characteristics of both interior and exterior. First of all, as previously indicated, one finds a certain looseness in arrangement and very seldom have all the varied requirements of the plan been enclosed in a perfect regular rectangle.

There are bay windows projecting out so as to catch the sun and light from three sides. Another projection is made by the large chimney and fireplace, often combined with an ingle nook, where the inhabitants could get warm by being practically on top of the fire, if they were well hardened against the effect of the smoke. Windows and doors don't appear to be regularly or symmetrically placed on the various walls, but were spaced just where they were needed most and would be the most convenient for the inhabitant. In the oldest examples, the stairway to the upper story was little featured, usually being directly in the living room and very steep and uncomfortable to negotiate. Later on a separate space was allotted to the stair, sometimes projecting out beyond the main block of the house in the form of a square or round tower. Was any other space or nook desired it was stuck on the house just where it was needed.

Still, in spite of all this apparent haphazardness of plan there was a harmony and balance about the whole which made everything take its place so well that if any feature was left off, one would immediately feel its lack in the entire design. This irregularity of course brought about a certain picturesqueness not only of the interior, but also on the exterior with its steep sloping roofs, gables, and the large chimneys. The windows, which were grouped sash of the hinged type in the earlier examples, do not always come over the windows below. The glass was in small rectangular or diamond units (as one could not produce large sheets in those days) and was set in lead strips called muntins. These muntins seemed to carry the feeling of the solid wall through the voids of the window opening, thereby apparently tying the solid appearance of the wall to the void of the window and greatly enhancing the appearance.

Continued on page Sixty-two

Plan your home for FRIGIDAIRE

the quiet automatic refrigerator.

HERE is a way to add more value to your home than you can get from any other equal investment. *Provide for Frigidaire.* It is low in cost and low in upkeep. Not alone will it do away with the need for an outside ice-box alcove, but it will simplify the kitchen work, eliminate ice, keep food fresh, palatable and healthful. It is quiet, beautiful and completely modern. The new Cold Control enables you to freeze ice faster and make new desserts more easily. Ask us for a demonstration and free Recipe Book containing 80 new recipes.

LINDSAY AUTOMATIC REFRIGERATION CO.

516 Wisconsin Ave. MILWAUKEE, WIS

Continued from page Sixty-one

Both on the interior and the exterior there is an utter lack of far projecting mouldings or wide cornices, which occur in the Renaissance styles.

Of the greatest inspiration for the architect, doing moderately sized homes in the English style, are the homes done in the Cotswald district of England during the 17th century. These houses have particularly fine proportion and there seems to be not a false note, which shows that their builders seemed to intuitively know the exact and pleasing relation of solid and void, and of height and width. Never was there any striving for eccentricities, or the applying of any unnecessary embellishments in any of these homes. On the exterior, the entrance doorway was usually the only feature on which any elaboration was used, often in the form of a projecting roof or shelter.

Somewhat disconcerting for us to-day is the fact that these people of the 17th century thought it injurious to sleep in rooms facing the sun and therefore always placed the bedrooms toward the north—so, as time changes ideas change and as our mode of living is entirely different from that of those people, who lived centuries ago; therefore it is very wrong for us to slavishly copy any style in every detail. Often times, old style features which we copy today were brought about by accident, or were misunderstood interpretations of classic features, like today the awful square and tapered porch posts, which adorn the porches of many Milwaukee homes. We must be careful what we copy, for it does seem a little foolish to copy mistakes. We should not merely imitate any particular style of architecture, but should rather catch its spirit and then do our job in that spirit, bringing the old style up-to-date and according to the best practice of the present.

SELECTING A HOMESITE

By John Picken, President, Milwaukee Real Estate Board

THE selection of a homesite is a very important undertaking for any prospective home-owner, and the following suggestions are submitted to the public as a guide in selecting a proper location for the building of a home.

One of the first important suggestions to a future home-owner is to purchase a building site in a section where he can build a home in accordance with his means, because he will not be happy in a neighborhood where the living standards are higher or lower than his own. In case a person plans to build a modest bungalow, he should not purchase a building site in a section where high priced houses have been erected or will be erected. If he is planning to construct an expensive home, he should not select a lot in a cheap district because its resale may be a problem.

The restrictions placed upon a property should be carefully investigated as well as the Zoning Ordinance in the respective community. The restrictions upon the land and the type of building that can be erected will appear in the abstract and should be considered before the purchase of the lot is made, so that the restrictions will harmonize with the plans of the home-owner. It is highly desirable that a lot purchased for home building purposes be in a restricted area where apartment buildings, two and three flat buildings, and business properties are barred. Commercial and business properties can depreciate the value of holdings and make home life uncomfortable.

Restrictions on adjacent property should also be considered. Property owners often look only into the restrictions on the land owned by the organization from which they purchased and learn to their later sorrow that adjacent property owned by another organization is not restricted by deed or zoning ordinance.

The topography of the land is very important, especially in unimproved subdivisions where the grade of the street has not been established. This may lead to the lot-buyer finding his lot out of line with the general plan of streets and sidewalks, and his grading expense will be exorbitant.

It is well that the home-owner study his lot from the standpoint of size; whether it has an east or west exposure, or if it has a north or south exposure; and if the home that he has planned will look well on the lot he is considering to purchase. In order to make certain that the dimensions, size, and shape of the lot in the deed of sale accurately check with the dimensions filed in the plat in the Recorder's office, it is advisable for even the small property owner to have his lot "surveyed" by a civil engineer.

The location of the homesite in its relation to schools and churches is also important. It is not always possible to secure a homesite situated as close to schools and churches as is desirable, but heavy traffic streets should also be carefully considered from the standpoint of safety for the kiddies.

Churches of all denominations are desirable in the neighborhood of the homesite. It is all very well for the purchaser to see that his church is in this area when immediate intent is to build a home on the lot and live there. However, it should be remembered that he may want to move away sometime, and the prospect who might give him the best price for his home may refuse to take it because his church is not located in this district.

Possibilities of public utilities, parks, or boulevards being brought nearer to the property in the future should be looked into, and the prospective purchaser should make sure that such improvements will help and not damage his proposed site. He should be certain that the neighborhood is properly served by police and fire departments.

It may not be possible to secure all of these desirable elements when purchasing a homesite, but if the prospective home-owner can secure the majority of them, he is making a safe selection of his home site. A Realtor who is a member of the Milwaukee Real Estate Board is qualified to advise future home-owners in the important work of selecting a homesite.

WILLIAM G. WILLIAMS

Contractor and Builder

352-54 Jackson Street

CABINETS,
STORM SASH, WEATHER STRIPS AND WINDOW SCREENS A SPECIALTY

OFFICE AND FACTORY
Broadway 653
Broadway 654

NIGHT CALLS AND RESIDENCE
Edgwood 1632
Edgwood 2091

Repairing Promptly Attended to

(Scott-Newcomb System)
ELECTROL
Quiet, All-Electric Oil Burner

THE OIL BURNER *with the Master Control*

First Mortgage Funds

available to

HOME OWNERS

5½ and 6%
3 to 15 years

For full information concerning our several plans of home financing, inquire at any unit of the First Wisconsin Group, or at

FIRST WISCONSIN MORTGAGE COMPANY

SECOND FLOOR
First Wisconsin National Bank Building
BROADWAY 6100

Alcazar

Combination Gas Range and Built-in Kitchen Heater.

It will pay you to change to an Alcazar Range

ALCAZAR RANGE & HEATER COMPANY

FINANCING A SMALL HOME.

By E. H. Grootemaat

Chairman Mortgage & Finance Div. Milwaukee Real Estate Board

ANYONE contemplating ownership of a moderately priced home need not hesitate considering the acquisition of a home, due to a shortage of funds. There are various methods of financing the purchase of a home, making ownership available with even a down payment of only several hundred dollars. The great amount of capital seeking secure investment has made it fairly easy to secure money by borrowing on real estate as collateral to loans. The amount of the loan desired determines very greatly the type of loan most advantageous to the borrower. The two elements to be considered by the borrower in determining where and how to secure a loan are the elements of convenience and cost.

The types of loans available are classified ordinarily as term or straight mortgages and installment or prepayment mortgages and land contracts. Term mortgages are so-called, due to the fact that a certain amount of money is advanced to a borrower for a definite period of time, usually three or five years, upon which loans the interest is paid semi-annually as it accrues. Funds are available on this basis through banks, trust companies, mortgage loan brokers, and realtors. Loans of this type ordinarily are obtainable up to 60% of the reasonable value of the real estate. These mortgages are readily renewable. In the second class, that is the installment or prepayment mortgage, the borrower executes a mortgage upon real estate and pays a fixed rate of interest and at the same time subscribes to some plan of saving a fixed amount of principal, which is usually paid on a monthly basis, along with the interest on the mortgage. Insurance companies' funds are available on this basis, land contract financing companies, and building and loan associations supply money along this plan. The building and loan plans, however, are distinctive and unique, in that the mortgage is ultimately retired through the installment purchase of stock as a savings feature. The money saved is not credited against the principal of the loan.

Term mortgages are ordinarily secured by borrowers who require not in excess of 50% to 60% upon the value of the real estate, upon which the loan is being made. The interest rate being lower usually than that upon installment mortgages, the advantage of this type of loan, from the view point of cost, is evident, for the borrower, upon this plan, looking forward to paying up his loan through savings, usually resorts to saving by the purchase of installment stock in the building and loan association, or the various other facilities which are available, and which will pay at least the same rate of interest upon his savings, which he is paying upon the money he borrowed.

The field of the installment or pre-payment mortgage primarily, is, where a loan is required in excess of 60% of the value of the real estate due to the amount of the mortgage. The interest charge varies between 6½% to 7⅞%. Mortgages on this plan are obtainable up to 75% or 80% of the value of the real estate. Many different plans are obtainable and when the prospective borrower contemplates the employment of this plan in securing a loan, it would be well to investigate the many facilities available. There are about 90 Building & Loan Associations in Milwaukee and the cost of borrowing varies considerably among them.

To be of real service to one seriously considering the borrowing of money, in connection with house ownership, some definite recommendations should be stated in conclusion. From the view point of cost, any loan up to fifty per cent, or slightly in excess thereof, can be best negotiated on a term or straight mortgage basis. If the borrower desires to systematically save to pay this mortgage, many systematic savings plans are available. On loans needed in excess of fifty to sixty per cent of the value of the property, the building and loan plan, so called, is usually the cheapest available source, although a small second mortgage can readily be procurable for a short time at a reasonable cost.

SPRAYED ON INSULATION

Unquestionably the most efficient method of insulating for heat, cold and sound — Effective because the air gun method covers every crack and crevice — Can be applied to any desired thickness on any surface—It is fire resistant—vermin proof — light weight — flexible — low cost. Thousands of homes and apartment dwellings in Milwaukee and principal building centers were Sprayo-Flake processed during the past year.

Sprayo-Flake always applied by exclusive licensed contractor.

MILWAUKEE SPRAYO-FLAKE INSULATING CO.
Licensed Contractor
456 Broadway Telephone Bdwy. 1577
MILWAUKEE, WIS.

Louis Hoffmann Co.

Sheet Metal Works

279 Pittsburgh Ave. Broadway 2695

DISTRIBUTORS

MOHAWK TAPERED ASBESTOS SLATE

"The Roof Everlasting"

TILE : SLATE : METAL ROOFING

VENTILATING AND COLLECTING SYSTEMS

DROEGKAMP FURNACES

INSTALL A DROEGKAMP ZEPHYR WASHED AIR HEATING SYSTEM.

WASHES ALL THE AIR IN A SPRAY OF PURE WATER.

WASHES OUT THE DIRT, DUST, LINT AND ODORS FROM THE AIR.

EVAPORATES FROM 10 TO 20 GAL. OF WATER PER DAY.

SEE THIS NEW SYSTEM IN OPERATION AT THE OFFICE OF THE

DROEGKAMP FURNACE CO.

1515 Fond du Lac Ave.,
MILWAUKEE, WIS.

RATIONAL HOUSE PLANNING

By Alexander C. Eschweiler, Jr., A. I. A. Architect.

THE subject of this article considered in all its phases, may well be said to embrace all of the considerations in the planning and building of a modern home. It is not the intention of the writer to develop this at length, but rather to point out in brief those outstanding features which should be carefully considered by the prospective builder and his architect.

We have then the following points to consider and an attempt has been made to arrange these somewhat in the order of their importance and at the same time in the chronological order in which they will come up:

1st —Budget.
2nd—Lot.
3rd—Space requirements.
4th—Types of Construction.

In the following discussion it should be borne in mind that these considerations apply to the small house only, and that there are conditions which would logically call for exceptions to the rule which are developed herein.

In contemplating the building of a small home, probably the first consideration is the total cost limit which must be maintained. When this is determined a budget should be prepared which will determine the proportion of the total amount to be expended for the lot. For obvious reasons there should be a proper ratio between the value of the lot and the structure to be built thereon.

Probably the majority of American families build but once, and a still larger proportion are confident that they are building for the last time. However, the resale value of the property should always be borne in mind to avoid regret should it become necessary or desirable to sell. It is evident that a small, cheaply constructed house on an expensive lot will depreciate the value of the property, and conversely a large expensive home on a small lot, or on property in a less desirable neighborhood, will never bring more than a fraction of its true value in case of sale.

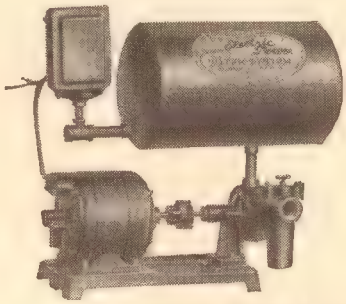
In this connection, it is probably safe to say that under usual conditions, fifteen to twenty per cent of the total cost should be expended for the lot.

The second point to be considered is the selection of the lot. This must of necessity be done before any plans can be started. The direction in which the lot faces has a very important bearing on the arrangement of the rooms. Consideration of sun light, prevailing winds at different seasons of the year, are the first considerations. Secondly, the outlook from any particular piece of property will invariably be more pleasing in one direction than in others. A lot which is narrow and deep will also call for a different arrangement than a broader and shallower piece of property, and all of these points must be given weight in the planning of the home.

With a given lot, then, the next point to consider is the space requirement. It is, of course, necessary to have some preliminary idea of the size of the house which will be built before the lot is selected, but this need be only a rough approximation and can easily be done by selecting some house already built which has approximately the number and size of rooms which the prospective builder will need, and determining from it the size of lot required. Much careful thought must be given to the number of bedrooms, bathrooms, etc., which are essential for the accommodation of the family. Ordinarily, the small house will have three main rooms in the first floor, and their size will be largely governed by the requirements of the second floor.

(*Continued on Page Sixty-nine*)

RUNNING WATER DIRECT FROM WELL, CISTERN, LAKE OR SPRING



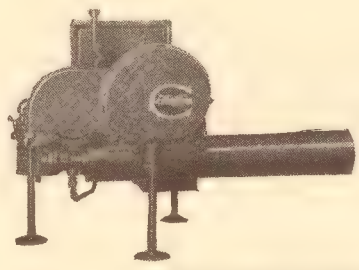
Sturdy, simple, and compact in construction; durable and thoroughly dependable in operation; easily installed by anyone who can handle a pipe wrench. Will deliver 300 gallons per hour. SEE our display at the HOME SHOW March 16th to 23rd—Booth C9 and C10.

We can furnish other sizes and types of water systems, including our well known DIRECT FROM THE WELL air operated equipment, septic tanks, water softeners, etc. Let us help solve your water problem.

MILWAUKEE AIR POWER PUMP CO.

8-10-12 KEEFE AVE., MILWAUKEE. PH. EDGE. 3646

HEAT YOUR HOME WITH THE COMBUSTION FUEL OIL BURNER

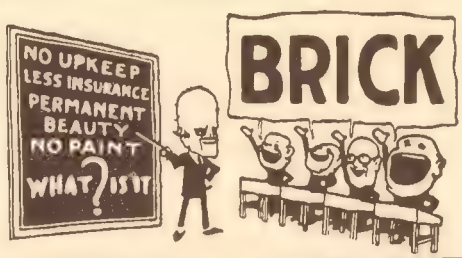


The New Type "B" Silent Combustion Oil Burner is the last word in quietness and is only $375.00 installed. Tank extra. ALL SIZES—There is a Combustion Burner for every heating requirement—large or small.

SEE our display at the HOME SHOW March 16th to 23rd—Booth C9 and C10.

COMBUSTION FUEL OIL BURNER CO.

8-10-12 KEEFE AVE., MILWAUKEE. PH. EDGE. 3646



Wisconsin Face and Fire Brick Co

CASWELL BLOCK ··· MILWAUKEE ··· PHONE BDWY. 8480

"The Most Efficient Incinerator on the market." *Does NOT require extra chimney.*

In Modern Homes - - All Household Wastes are Instantly Destroyed in the Incinerator.

The Kleenburn cremates all refuse—wet and dry garbage, rubbish, etc., to a fine powdery form in a few minutes.

City Model	KLEENBURN INCINERATOR	Suburban Model
3 Bu. Cap. Gas-Fired		2 Bu. Cap. No Gas
$92.00 Installed		$65.00

Over 600 Users in greater Milwaukee. Don't move the unsightly garbage can to Your New Home—it does not improve property value. The Incinerator is the better way—it is more refined, more sanitary and more convenient.

MANUFACTURED BY **The Kleenburn Company**

216 W. Water St., Milwaukee, Wis.

(*Continued from Page Sixty-seven*)

Where the cost is necessarily very limited and the space requirements comparatively large, a simple plan is essential. On the other hand it is obviously more difficult to obtain an interesting exterior design if the plan be a mere rectangular box. The reader, in studying the designs reproduced in this book, will at once recognize the force of these points. He will see there plans which have been commended particularly by the jury because of their simplicity and straightforwardness. It will be seen how simple partition arrangements result almost invariably in well shaped, livable rooms, and some cases where complicated and expensive divisions of the floor plan have resulted only in irregular or poorly proportioned rooms which do not adapt themeselves well to furniture arrangements.

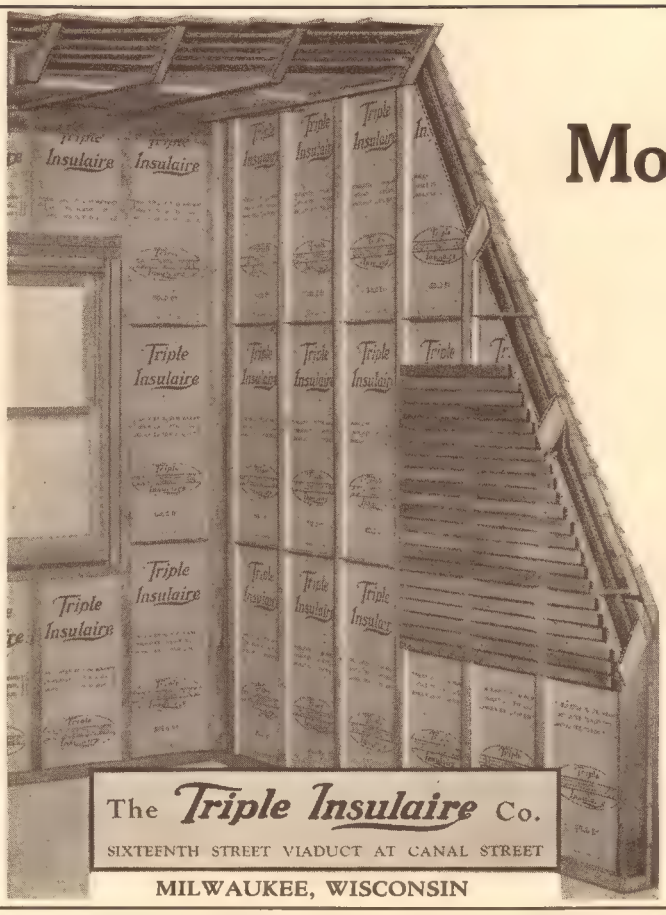
The arrangement of rooms, stairs and corridors, and their relation to each other, have an important bearing in rational house planning. This connection of rooms and corridors is known as Circulation in Architectural Design, and a proper study of these features will result in saving many steps and in the greater enjoyment of the home after it is completed.

As to materials and methods of construction, which is the last point we will consider in this article, many volumes could well be written on this important point. Here again one of the most important considerations is the total cost limit for the building. This will vary considerably with the materials used. Personal tastes and preferences will also decide the materials to be selected, but in this connection it is well to consider carefully any sacrifice of the utilitarian features in the design for some more ornamental and expensive material. It is well recognized that the modern trend is all in the direction of permanent materials for exterior which require little or no upkeep. The day of frame houses, carrying with them repainting costs every two or three years, is over. Possibly the most popular construction for the modern small house is brick veneer, and deservedly so. A well studied design in this material will invariably result in a substantial and interesting house. Stone veneer has gone forward during the past two or three years, and will undoubtedly be selected by a great many prospective home builders. It seems to the writer that this construction smacks somewhat of sham where the designer attempts to produce an effect of massive walls at window and door openings, where in reality only a three or four inch layer of stone has been applied to a wood frame.

The question of insulating the exterior walls and roofs of houses has been given much attention and study during the past decade. This has resulted in rapid advancement in this science, and the elimination of the greater part of the heat loss formerly suffered at these points. The veneered house lends itself admirably to a most complete insulation, and the builder can well afford to spend a little additional money on this important feature and will reap the benefits every year of the life of the building. The selection of the roofing material is being given more consideration every year. While a good quality of wood shingle will give many years of faithful service, it will be noticed that on a great many of the smaller houses now being erected a more permanent type of roofing is being used.

In the interior of a small house there is a tendency at the present time to overdo the fantastic and unusual in the matter of plaster textures, elaborate leaded and colored glass, and other bizarre effects. This, as in the case of any excess, is to be deplored, and although it may meet the passing fad will not stand the test of time. Much money is being spent on such attempts at "Charm" which will eventually be considered only bad taste.

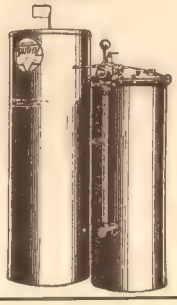
In summation then we may say that rational house planning is in effect the proper relation of the various elements entering into the planning and construction, to the end that a thoroughly consistent home result. With this point ever in mind satisfactory results can almost be assured.



More Comfort for Your Home

Triple Insulaire will keep your home warmer in winter, cooler in summer, and more comfortable all the time. You will earn large dividends by insulating your home with Triple Insulaire.

DURO Water Systems *and* Water Softeners

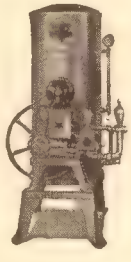


World's largest makers and sellers

Deep and Shallow Well Pumps, Cellar Drainers, Septic Tanks, Water Softeners

We invite your inspection at our Show Room

The Duro Co., 123-2nd St., Milwaukee, Wis.



"Not a Kick in a Million Feet"

MULE-HIDE ROOFS

For long wearing service have no superior.
We carry a complete stock of
MULE-HIDE SHINGLES & ROLL ROOFING

M. M. SCHRANZ ROOFING COMPANY

1112-14 North Ave. — 320 Reed St.
Phones: Lincoln 200 — Hanover 4900

LANDSCAPING OF AN ENGLISH HOUSE

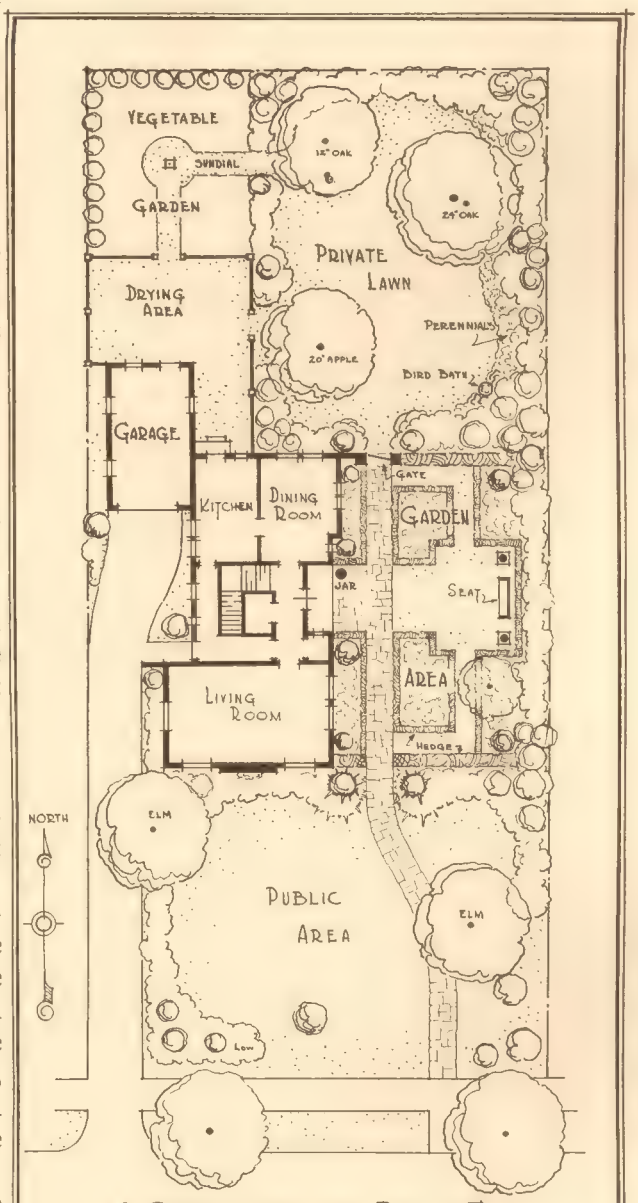
By Alfred Boerner—Landscape Architect.

MUCH of the charm that is peculiarly characteristic of the English countryside can be traced to the cottage gardens dotted along the highways and byways. It is not alone the coloring, but the fragrance as well, that leaves a pleasant, lingering memory with the passerby.

The landscape development for the English type of house is inspired by the feeling of the cottager's home, rather than the gardens of the larger estates. These cottage gardens were developed by the middle class who could not afford to travel Continental Europe to absorb foreign garden styles. Their gardens are, therefore, an expression of their own living. The gardens were in the same families for generations and were developed by a home loving people, tenacious to tradition.

The cottage garden differs from the mansion garden development in character as well as position. It is usually without definite studied design, and it is this artless grace that makes it attractive. All manner of old fashioned flowers grow at random—a profusion of blossom, a riot of color, a medley of scent. Ancient gnarled fruit trees, sweet scented jasmine bushes, lilacs, roses, and yews are almost always to be found.

In democratic America it is not the custom, as it is in European countries, to have walls and gardens in front of our places. We have come to organize our home grounds, in developments properly considered, into three areas; the public area, the private garden area, and the place set aside for service. The plan accompanying this article has each of these areas indicated.



A DEVELOPMENT PLAN FOR LANDSCAPING OF AN ENGLISH HOME

THE BOERNER CO
LANDSCAPE ARCHITECTS.

The space between the house and the street is treated as a public area, and is developed for the view and enjoyment of the passerby as much as it is for the aspect from the rooms within the house, with windows looking out upon it. This area belongs to the public in that it becomes a part of the environment of everyone using the street, just the same as every other lot should be considered. The home owner should keep in mind that it is his duty to do everything in his power to make his street more attractive.

The private area is composed of two parts, the lawn area and the flower garden. The private lawn area with its perennial borders forms a beautiful outlook from the dining and living room windows, as well as providing a place for the children to play. It affords adults

(*Continued on Page Seventy-two*)

SPECIFY an outside ICER!

FOR the modern home—a good refrigerator with an outside icer—to take care of all refrigeration perfectly without a *service man* ever entering the home.

Ice alone offers sufficient cold and sufficient moisture to protect the flavor, crispness, and full nutritive value of lettuce, celery, asparagus, fruits and berries.

Ice alone continually purifies air and drains impurities out of a refrigerator. It costs less—serves best.

Plan for ice refrigeration with the convenient outside icer—the equipment that will give lifetime satisfaction.

General Office: 320-24 E. North Ave.
Lakeside 4880

WISCONSIN ICE & COAL CO.

(*Continued from Page Seventy-one*)

an opportunity to retreat to quietude after an arduous day of office work. The garden area is so located as to be easily accessible to the living portions of the house. This gives it a more intimate feeling than if it were entirely detached in some back corner.

The intimate details of an English garden can be largely accepted in its American development. The perennial flowers, such as delphiniums, asters, pinks, roses, sweet William, daisies, iris, phlox, lilies, hollyhock, violets, veronica, etc., have all acclimatized themselves to our condition.

We can learn much from English architectural detail in a garden. Flagstone walks, brick walks, or even gravel can be used. Garden aisles can be terminated by sundials, seats, preferably of wood stained brown, or pergolas of rough timber stained brown. Pools are often used to advantage, if a plan can be developed which calls for one. The dove cote is also a feature the English like to use, although we show more partiality to bird houses in this country. More care could well be given to the design of gate-piers, gates, and steps in many of our gardens. Much of the charm of a yard depends upon the character and appearance of such details.

The service area is built off of the service end of the house. It includes the drying yard, vegetable garden, and garage court. The vegetable garden of the Englishman is succeeded by the American Salad garden, where radishes, mint, lettuce, onions, chives and other vegetables used as garnishings can be grown. This forms a minor rather than a major part in the garden scheme in this country.

No English home is complete without its ivy-covered walls. It is part of the traditional English home. Hedges and clipped specimens can be used if they fit into the scheme of development. However, the individual should not permit his love for flowers or plants to blind him to the appearance of his place as a whole. He should think of beauty not as it is expressed in the individual thing alone, but in its relation to all things about it. It is then that there will be a realization of careful and tasteful expression of individuality in the grounds as well as in the home.

There is no employment or recreation which affords the mind greater or more permanent satisfaction than that of cultivating the earth and adorning our own property.

BEAUTY, COMFORT AND CONVENIENCE IN THE SMALL HOUSE

By Alexander C. Guth, Secretary Wisconsin Chapter A. I. A.

IN a discussion of these three fundamentals of a small house, it is well to take into consideration, first, the fact that generally speaking they do not in many ways effect the cost of a house. Considering beauty first, it certainly does not cost a nickel more or less to make, say, those ugly tapered posts one sees so frequently at porches, consistent in shape. A further discussion of beauty brings to mind the fact that there are a number of other features in many houses that might well be entirely eliminated or improved upon. Take for instance those ugly, meaningless pillars that so frequently adorn the large openings between some of the more important rooms. They are entirely useless, out of place, a needless expense and in very poor taste. Then those hideous sideboards. Usually too large and too over ornamental, and of a design that usually harks back to the Victorian period. The cost of many of these monstrosities would easily pay for two trim sideboards or serving tables which can be purchased in most any furniture store. Then the corner cabinet, if the proper restraint is exercised in its choice, will offer a solution of the problem of displaying dishes, if the lady of the house is still of the opinion that dishes were made primarily for show behind glass doors. Corner cabinets are suggested because they are usually more in proportion to the size of the average room and more frequently are better in design than the usual run of sideboards.

Convenience and comfort in the house are so closely interlocked and interwoven that it is well to consider these two together. Then, too, convenience makes for comfort. Suppose we start with a very simple yet important detail, namely, the matter of the placing of electric plugs. It is worth while placing them well above the baseboard instead of in it. 30 inches above the floor is not unusual and is found to be very practical. We will not discuss the matter of these electric convenience plugs except to say that it is well not to stint in them. Then another item is a rationally planned stairway, one with just the right proportion or relation of tread to riser. This little trick will do much to ease your trips up and down the stairs. When you build in your refrigerator, as is so often the case, why not elevate it a foot or so on a platform. This wise move adds much to its accessibility.

We see many houses planned today without vestibules. This omission places our rooms in the wintertime at a great disadvantage. Just consider for a minute the cold blasts that have descended down upon us these last few months and to think that the entire house is chilled just because of the lack of a vestibule. While we are on the subject of vestibules, and if perchance you have a hot water or vapor system of heating, place an ample radiator in the vestibule and see what a difference it makes in the warmth of the entire house.

Speaking of radiators, it is well to consider the placing of them with an eye not only for their efficiency but also with the idea of having a place left for your furniture. Placing radiators below the windows is, of course, ideal, and though it is more costly the difference is worth the price. Keep the corners of your rooms free of radiators and you will be able to place your furniture to much better advantage. What has been said of radiators applies as well to the placing of hot air furnace registers.

After the plans of your house are finished and before you have started the actual building operations, has it ever occurred to you to try and place furniture in the room? This neglect often times leads to much heart breaking later on. Make cut-outs of your furniture to scale and see how they fit in the respective rooms. The unfortunate placing of doorways, cupboards, niches and the like often times spoils an entire room for the logical placing of furniture. Happy is the housewife who can place her furniture in more than one way in the room. She likes a change occasionally and to surprise her family with her ingenuity in the placing of furniture.

Much more comfort can also be had out of the proper placing of windows when the problem of cross draft is taken into consideration. This gets to be an important item when

(*Continued on Page Seventy-four*)

To Beautify with Pictures—Phone Lincoln 347

Eitel's

754 Third St., Milwaukee, Wis.

Picture Framing

Oil Paintings

Etchings
Reproductions

Art Furnishings
and Novelties

(*Continued from Page Seventy-three*)

the kitchen is being planned. Likewise does it make for a more comfortable sleeping room if the windows are placed on the opposite wall.

How closely related to both comfort and convenience is the matter of the way to the front door from the service portion. If the journey is by way of the kitchen to dining room to living room, living room to hall, and, finally hall to vestibule, the owner is apt to be a sadder though wiser man. We also realize it saves the Living and Dining Rooms to have a direct way to the front door rather than through these rooms.

Also, have a direct entrance to the basement and one as close to the rear entry door as is possible. How frequently does the way to the basement lead across the entire kitchen. This seems quite uncalled for and is apt to lead to much confusion, dirty floors at times of inclement weather and also a cross housewife.

The subject of window convenience and comfort is an everlasting topic for discussion. The common type double hung guillotine window is by far the most practical type, all things being considered. If it is rightly proportioned, that is, if the width is just right for the height and the small units are nicely shaped, it fulfills all requirements as to beauty as well. Small units were mentioned, yes, by all means divide the large panes of glass into smaller sections. If there is any one feature that gives a house real atmosphere, it is these small panes of glass. True, they may mean more work for the lady of the house if she happens to wash the windows. The effect is good both from the inside as well as the outside.

The question also arises as to what can be done with the casement window and the ready answer is that you may have this type of window if you wish. They are always entirely in keeping with most any style of house especially in Milwaukee Renaissance. If they are properly detailed, they can be made tight and weatherproof regardless of whether they swing in or out. Both ways have merit. When they swing out, the drapes are not interfered with but the screens must be placed on the inside which some people will find objectionable. Recently other methods of screening have been put on the market that will do away with this annoyance. Then, too, if they swing out the hardware and the adjusters with which they must be equipped, will cost more than if they swing in. In swinging casements are always in the way and they also interfere with the drapes. Furthermore, they are not nearly as effective as when they swing out.

The one window that the writer is particularly wrought up about is the so-called "piano" type. It is always placed so high up that it is of no earthly good or use. Then, too, it frequently faces the next door neighbor's blank wall and finally that hideous non-transparent art glass. Always crude in design and worse in color, it is by far one of the most nonsensical of contraptions found in the home today.

Finally, do not let beauty dictate entirely to convenience and comfort. The three should and can go well hand in hand, and if they do you get the full enjoyment out of your house and home. "Remember that each house is some sort of an effigy of a man. That when you build a house you make public proclamation of your taste and manners and your want of these. If the domestic instinct is strong in you and if you have humility and simplicity they will show very plainly in your dwelling. A man seldom builds better than he knows when he assumes to know anything about it." All these last words are wise sayings by our friend, John Burroughs, and may very well be taken to heart.

PICTURES IN THE HOME

By A. G. Pelikan, Director Milwaukee Art Institute

AN interesting experiment which should be tried by all those who do not believe that pictures are necessary to a home is as follows: Set aside one room, preferably the room in which you spend most of your time, and secure three or four good pictures, properly framed and properly hung for this room. It is not necessary to get original paintings to start with. Good color facsimiles will do providing the competent advice of a reliable art dealer is secured, and the selection confined to reproductions of acknowledged merit.

Put these pictures on your walls, live with them for four weeks, then take them down and see how bare your room looks, regardless of how many individual pieces you may have scattered around the room. The reason is that in living with these pictures, they have, if they are good, become part of you and have perhaps, unknown to you, filled an inherent desire for beauty which we all have and which is as old as mankind itself.

You may have mirrors, tapestries, batiks or other hangings on your walls. These however are usually not intended for small homes and will not take the place of good pictures.

In choosing pictures for the home a few suggestions are herewith offered for your guidance.

1. A few good pictures are better than many poor ones, because quality and not quantity counts. Mediocre or cheap prints and pictures should not be tolerated at any cost. It is better to have no pictures at all than to have poor ones.

2. The frame of a picture is important because it helps to set the picture off properly. It should, however, never be more important than the picture itself. In a well framed picture the frame is always subordinate to the picture in size, shape and color.

3. Where several pictures are used they should harmonize with each other in size, color and subject matter. For instance a very brilliant picture does not harmonize with a very dull one, or a portrait and a picture of a dead fish do not go together. Choose pictures which will fit in with the color scheme of your room, your drapes and your walls, etc.

4. Small pictures may be suspended on a nail. The wire, cord or nail should not show in that case, but should be covered by the picture.

5. The architecture of practically all rooms is based on the shape of a rectangle; pictures should, therefore, be hung in such a way that if two wires are used these should be parallel with each other and with the side walls. When pictures are hung so that the wires come to a point a triangle is formed which is not pleasing in design and which does not harmonize with the lines of the wall.

6. Pictures to be most satisfactory should be hung so that the center is about on a level with the eyes of a standing person of average height. If hung too high or two low the picture is distorted or the observer has to strain his neck to look at them.

7. Pictures should be hung so that they stay flat against the wall. If the screw eyes in the back are placed too low the picture will slant forward and form a disagreeable angle by slanting from the wall.

(*Continued on Page Seventy-six*)

GENERAL ELECTRIC
Refrigerator

The General Electric Refrigerator is different from all others—it is truly "years ahead" in design. All its mechanism is sealed in an air-tight steel casing, which is up on top, forever safe from dust and difficulties. It never even needs oiling.

The General Electric Refrigerator is guaranteed to give you perfect refrigeration—quietly, automatically and economically! Come in and see this most modern of all refrigerators.

E. H. SCHAEFER CORP.,
DISTRIBUTORS
SECOND AT MICHIGAN
MILWAUKEE, WIS.

Make it safe
To be Hungry

(*Continued from Page Seventy-five*)

8. When several pictures are used in a group the upper or lower edge of the frames should be on the same level.

9. Real art exists on its own merit and does not depend on sentimentality for its effect. Pictures, therefore, which are too sentimental or over dramatic in their choice of subject matter are usually not considered good art.

10. Oil paintings, water colors, pastels, usually look best in simple gold frames. Etchings, wood blocks, black and white drawings, Japanese prints, etc., look good in narrow black frames to which may be added a slight border of gold or color, depending on the kind of print used. Too many different kinds in one room cause a lack of harmony and therefore, should not be used.

11. Different kinds of pictures are suited for different kinds of rooms and should be used accordingly. Etchings for the hallway, landscapes for the living room, still-life for the dining-room, and intimate pictures for the bedrooms, work out to the best advantage.

12. Intimate pictures, photographs of relatives, etc., are best suited for a den, library or bedroom. They should not be used in a dining, living, or guest room.

Pictures in the home reflect the taste of the individual who has chosen them. Many homes which are otherwise intelligently and artistically planned often show an utter lack of good taste when it comes to the selection of pictures.

A little time and thought put on the proper choice of pictures for the home will add to the general appearance of any home.

MODERN ENGLISH HOME EASY TO FURNISH

By Leroy Kunzelmann, Home Furnisher

THE East, still steeped in tradition, clings to the Colonial style of architecture. The South, still remindful of old plantation days, loves its Southern Colonial. The far West, where Spanish adventurers first trod, prefers the Spanish and Italian type of architecture, but we of the great Middle West are far more cosmopolitan in our taste. A trip through the residential section of Milwaukee will verify this, revealing homes of every type, from the small American bungalow designed for economy and comfort to stately mansions of every description.

While we express our individuality rather than our geographical location in the architecture of our homes, nevertheless our preference seems to be for homes of the modern English type. This style of home is favored not alone because of its beauty but also because of its simplicity and practicability.

The modern English type home is one of the easiest of all to furnish attractively because of the wealth of beautiful modern furniture adapted from English designs. The Colonial, Spanish and Italian type of home restricts the decorator to furniture of those periods. But the modern English type home permits him far greater latitude.

We have in our better furniture stores many splendid examples of the handicraft of such noted English designers as the Brother Adam, Chippendale, Hepplewhite, and Sheraton who wrought during the Golden Age of furniture design in the Sixteenth Century. Likewise we have the Jacobean of the Fifteenth century, William and Mary of the late Fifteenth and early Sixteenth centuries, Queen Anne of the early Sixteenth century, Georgian of the Sixteenth century, as well as the Tudor and Elizabethan of the late Fourteenth century.

A few years ago if one was furnishing an English type home he would furnish the living room in one period, the dining room in another, etc., his chief ambition being to match all the furnishings in a room for their historical significance. Today, however, we have no such slavish ideas as to the proprietry of period styles, asking only that the furniture match the architecture of the home and that it harmonize so as to present a pleasing picture when the home is surveyed as a whole.

Many charming modern English type homes are being furnished inexpensively, yet impressively, with very little emphasis upon period significance but great emphasis upon balance, scale, color harmony and line. One often finds Italian pieces intermingled with those of English conception with stunning effect. The chief thought to be kept in mind is that one period must predominate in each room but others that are of equal scale and have similar lines may be used to add that variety which is the spice of life.

One may furnish a modern English type home with the "antique" type of English furniture, the rugged Tudor, Jacobean and Elizabethan, or the more classical Chippendale Sheraton, Adam, Hepplewhite, Queen Anne or Georgian. Today the so-called "antique" type is in great favor, especially for dining rooms, while the classical type is favored for living rooms and bedrooms.

(*Continued on Page Seventy-eight*)

The Store of Pleasant Dealings

Wisconsin's Leading Piano House

Representing

Steinway

The Instrument of the Immortals

Sohmer

A. B. Chase

Welte Emerson

and our own a High Grade Product

The Edmund Gram Piano

"Wisconsin's Pride"

Radios:

Stromberg-Carlson
Spartan, Atwater-Kent
Majestic, Slagle, Apex
and Other Standard Makes

The WELTE-Philharmonic and HALL Organs for the Church, Theater and Home

VICTOR ORTHOPHONIC, BRUNSWICK PANATROPE WITH RADIOLA COMBINATION AND RECORDS

EDMUND GRAM

INCORPORATED · · · · · · ESTABLISHED 1883

414-416 Milwaukee Street

(*Continued from Page Seventy-seven*)

The home builder should not attempt to select his own furniture without assistance. The trained salesman understands the fundamentals of interior decoration and is able to advise the home owner which design is most appropriate for his particular needs. Of course, he must be guided by the preferences and the personality of the home owner, but if he is permitted some latitude, his suggestions will save the home owner much disappointment and unnecessary expense.

You can visit almost any good furniture store in Milwaukee today with the assurance that you will receive every assistance you need to make your home attractive, comfortable and charming at whatever sum you may determine to invest in home furnishings. It is best that you have no preconceived idea of the furnishings for each room but that you keep your mind open to suggestions so that you can visualize with the salesman just how each room will appear when furnished according to his suggestions. You, of course, will be the judge and you will find the trained salesman amenable to your wishes and preferences, but his assistance will be of great value to you in making your home beautiful.

Before you build a new home, it is always advisable to visit the furniture stores and gain some idea of the manner in which you wish to furnish the new house, then the plans can be drawn to accommodate the furniture you want in your home because of windows, doors or other wall breaks. If this plan was followed more generally, most homes would be more comfortable and more beautiful.

You are always welcome to visit the better furniture stores without obligation. They are treasure houses of ideas for the home-lover and the more often you visit them for suggestions the more beautiful your home will become.

INTERIOR DECORATION OF AN ENGLISH HOME

By Geo. Ritter, Interior Decorator.

NEVER in the history of home-making has there been a time when the desire for beauty and correctness in the home was more conscious and more universal than it is today.

Not long ago adequate consideration for the tasteful and harmonious furnishing of the home was given by only the privileged class, but today people in every walk of life have come to appreciate the value and the necessity of a pleasant and artistic setting for their lives, and are striving to make their homes beautiful, as well as original. Today they are trying to achieve surroundings that are both comfortable and artistic, no matter how small and unpretentious the house or apartment may be, or how simple and inexpensive the furnishings.

The characteristic interior of early English homes as they have been adapted to our modern needs, show walls of plaster, painted or papered, with heavy beamed ceilings and possibly oak paneled walls.

One very important detail in planning a color scheme is to build from the floor to the ceiling. The floor and rug should be of the darkest color value, either plain or figured, to give the logical foundation to the room. The wall should be lighter and the ceiling the lightest shade. Whether ivory, mahogany or a colored enamel is used for the woodwork depends entirely upon the color scheme one wishes to follow.

In arranging furniture, large heavy pieces should be placed parallel to the architectural lines of the walls. Perhaps for variation, a small chair or an occasional piece of small furniture may be placed at an angle. The unruly method of arranging the furniture diagonally to the walls is considered bad form, as this gives a distracting appearance to the room. Interest is added where the furniture is grouped about the most important feature of the room, such as a fire-place, but if the room has no fire-place, you can create a center of interest with either a large table or a piano.

The dining-room offers a natural departure from the general scheme of decorating and the first consideration should be a dominant dining room color. We always associate a dining room with sunlight, warmth and cheer. If this room is located on the sunny side, it is very easy to achieve this result. A very cheerful and cool aspect is gained by using either white, blue, green, gray or violet colors in order to offset the warm appearance, and in this manner deviate from the general decorative scheme of the other rooms, which is an essential point in order to make the dining room both attractive and distinctive. Many times, however, this room is located on the shady side, yet a warm and cheerful out-look can be had by using the warmer tints such as yellow, orange, a warm tan, russet, pink, yellowish green or a red shade.

These factors, however, are not the only ones we must consider when deciding the color keynote for a room. We must also take into consideration its purpose for dining, sleeping, resting or general living.

A greater amount of vivid colors and striking designs can be introduced into the dining room than in any other room in the house.

We will now consider the living room where decoration is considered the most important feature. First of all, when decorating the living room, one must always remember that the connecting rooms must harmonize with one another in color; individual colors are chosen for rooms only where one wishes to express the dominant mood and character of the individual in question. A cheerful atmosphere in the living room is obtained by using yellows, oranges and golden browns, whereas a most restful quality is instilled by using blue or green shades, with complimentary accents, such as lamp shades, cushions, vases and pictures. These ornaments, or decorations, also tend to break the monotony of the room.

The kitchen, like the bathroom, is strictly utilitarian and will, more or less, escape decorative control. A cheerful color, plenty of light, neatness, color harmony and a restful eye effect should be obtained.

(*Continued on Page Eighty*)

(*Continued from Page Seventy-nine*)

In bed-rooms, careful thought should be exercised to obtain the proper effect of relaxation. The size of the room and the amount of light it receives, enters largely into the decorative scheme. The design in fabrics chosen for these rooms should correspond with the size and character of same; i. e., small patterns in draperies, rugs and coverings should be used in the smaller bed-room, whereas larger patterns should be confined to the large bed-room.

Windows play an important part in the beauty of a room; therefore, they should be dressed as fittingly and artistically as possible. Curtains that permit the fullest measure of light, sunshine and air should be used, especially if the room is naturally dark. In the latter case, it is advisable to resort to sun color and yellow in its various shades can be used to good advantage.

Absorption or reflection of light have an important role in the selection of fabrics for curtains and draperies. Naturally, light colors reflect light, whereas dark colors absorb light. Glass curtains soften the light that enters, therefore, should be used wherever possible. Marquisettes, cotton, voile, grenadine, casement fabrics of silk, rayon, mohair and cotton net, are considered very attractive for these curtains. Do not forget that your choice of curtain depends largely on the texture of material you have selected for the draperies as well as upon the other furnishings of the room. For example, silk or gauze are quite the thing for a more elaborately decorated room, whereas with cretonnes, chintzes, crashes and linen, net or grenadine is more suitable.

The types of fabrics that are used successfully in the modern version of early English rooms are the lovely hand blocked linens, cretonnes, crashes, voiles, warp prints with their "beautiful pastel shades exquisite for bed-rooms".

Linens of natural color, heavily embroidered in bright and vari-colored wools, are known as crewel embroideries.

A window, or a group of windows in an English living-room becomes a most interesting decorative scheme, when curtained with a draw curtain made of casement cloth, draped with crewel embroidery of a Jacobean motif, finished at sides and bottom with perhaps a 2 inch wool fringe to match color of the plain side draperies, and hung from an ornamental wrought iron pole.

Wrought iron poles belong distinctly to Spanish, Italian and early English decoration. Wooden poles are part of the Colonial and early American fittings and are used for less formal decorative settings.

BE A PART OF YOUR COMMUNITY—NOT MERELY A HANGER ON

A man may not care for the opinion of others, yet it is the group opinion of the community that classifies the man.

It is but natural that a community regards the home owner with more respect than a renter. He is looked upon as a substantial citizen having a vital interest in the common welfare.

And this is right. A home owner IS the vital force in the community—his is the voice that directs its course.

With home ownership comes a pride of possession, a sense of self-respect, of more responsible citizenship that betters the man and elevates the family.

At work, in office, store or shop the home owner is looked upon as a man to tie to, to be depended upon, to be advanced.

Meet your fellow citizens, your neighbors as an equal.

GOOD TASTE IN THE DINING ROOM

By Archie Tegtmeyer

Table, The Center of Attraction.

NO matter how perfect every detail of decoration and furnishing may be, in the dining room the table setting remains the center of attraction. The success or failure of a luncheon, supper or dinner, depends largely upon the arrangement and setting of the table. Two points which should receive careful attention are the characters of simplicity and symmetry. The table must not appear over crowded, nor look bare. It should create a feeling of restful, spacious charm.

The Perfect Dining Room.

There are three essentials in particular, which make the perfect dining room. The decorative quality of the arrangement, the menu, and the kind of service.

Decoration.

In regard to decorating, the harmony of the table and the room, the centerpiece and its adaption to the meal and service and color arrangements, the correct china, glass-ware and lights should all receive the consideration due them. Harmonious simplicity is the keynote of attractive decoration. The color of room and table appointments should be in closest harmony. Glass, pottery or silver vases should be simple in form and of suitable color. On the table no tall vase of flowers or other form of decoration should obstruct the view of the guests. Elaborate decoration should be reserved for the formal meal, but a low fern, a few flowers or gracefully arranged fruit is always in perfect taste. Candles, alone or in combination with other forms of embellishments, are very beautiful, but in the daytime, they are permissible only when the lighting is inadequate or the day is dark. At dinner or other evening functions, tall silver candlesticks or candelabra add brilliancy and charm to a table.

Menu.

The Menu must be a suitable one for the purpose at hand and should be prepared with a view to adding to the color decoration as well as consisting of perfect concoctions. A prime requisite in regard to the presentation of the food is the proper temperature required for the particular dish.

Service.

The Service, its beauty and adequacy, are points that cannot be emphasized too strongly. On the correctness and sufficiency of the silverware depend the success of the entire occasion; while the dignity and charm of the silver pattern design reflects the culture and refinement of the Hostess. On the table appointments lies the ease and comfort of the guests and the confidence and assurance of the Hostess. It is evident that a meal devoid of these qualities that make the perfect occasion, resolves itself into a series of uncomfortable moments for entertainer and entertained alike.

KERAMIC TILES

WISCONSIN TILE
ADVANCEMENT ASSOCIATION

A. F. Bode Tile Co.
Butler & Son Co.
Jos. P. Devitt
U. F. Derner
J. D. McCusker
Midwest Tile Co.
Milwaukee Tile & Mosaic Co.
H. Niedner & Co.
Stark Mantel & Tile Co.
Universal Tile Co.

L&H TRADE MARK ELECTRICS

Combination Range
with Built-in Kitchen Heater

Invaluable for the small kitchen where space is limited.

See them at the Electric Co. or nearest dealer.

A. J. Lindemann & Hoverson Company

CHAMBERLIN
METAL WEATHER STRIP CO.

WEATHER STRIPS
for
WOOD OR STEEL WINDOWS
"Service Guaranteed"
also
SCREENS AND CALKING
160 Mason St. Broadway 7242

INTEGRITY SAVINGS
BUILDING & LOAN
ASSOCIATION

General Offices
274-8 Plankinton Building
MILWAUKEE WISCONSIN
Telephone Broadway 5932

FRED W. KRUECK
Secretary and Manager

ILLUMINATION AND ELECTRICAL WIRING

By J. S. Bartlett, Secretary, Electrical League of Milwaukee.

PROPER illumination is one of the most significant features in a home and warrants careful consideration if the home is to be made charming and attractive. There are three sources of lighting in the ideal room—one for general illumination, one for specialized purposes, and one for restful lighting conducive to conversation and thought.

When electricity was used only for lighting in homes, and when electric lights were a novelty to be proud of, little attention was given to the effect of the light, but modern illumination is now a very definite point to be considered when deciding upon the interior decoration, the color scheme, and the warmth of welcome to be extended. More and more, proper lighting is being relied upon to enhance the picture of the interior, its furnishings, and even its occupants.

This increasing attention is bringing about quite a definite change in the type of fixture. The design should be chosen with reference to the style of architecture, and a fixture with a heavy wrought-iron band from which several lights are suspended, with attractive translucent shades and ornamented with a Heroldic design or coat of arms is particularly suited to the modern English type of home.

Direct light, even through the modern frosted bulb, is often glaring, and uncomfortable. It creates a feeling of bareness and a decided lack of warmth. To overcome these objectionable features, the trend of modern fixtures is towards the shaded and semi-direct illumination in which attractively colored glass shades reflect most of the light to the ceiling, from which a soft, even glow is spread throughout the room.

The glaring light from bare lamps seemed, for a time, to sound the death knell for the center fixture, particularly in the living room, and there was a tendency to eliminate this fixture, but the style is changing and the use of a chandelier with a softer, shaded light is very much in vogue. The center fixture will never replace the attractive spots of color from floor or table lamps which, in addition to being decorative, serve to unify the various groups of furniture and afford a comfortable spot for reading or relaxation.

As important as proper illumination in the living room is the lighting to be chosen for the bedrooms, for it is here that the hostess affects her toilet while the host possibly searches under the bureau for an elusive collar button. Plenty of good, general illumination from a semi-indirect ceiling fixture, supplemented by the softer light from brackets and a table or bed lamp, is, therefore, the ideal lighting layout for the bedroom.

The kitchen and laundry should be illuminated principally from the viewpoint of utility, as these rooms are the workshops of the home. In manufacturing plants, executives capitalize on proper lighting and find that more and better work can be done if the workmen have plenty of good light, and this same principle applies to the home. It is decidedly more cheerful working in a bright, attractive kitchen or laundry.

In the kitchen best results are secured from a large center unit close to the ceiling, supplemented by other lighting, possibly over the sink and over the range. In the laundry, a light should hang directly above the wash tubs, and it is advisable to use the modern blue "Day Light" bulb which shows the clothes in their real color and relieves the possibility of leaving that yellow tinge to linens which, in ordinary electric light, look perfectly white.

In the bathroom the best effect is secured from a bracket on either side of the mirror, upplemented, in the larger bathrooms, by a ceiling light.

And so, each room in the home presents a particular problem for proper illumination, and careful thought should be given early in the planning stage to the proper wiring for adequate illumination so that costly changes will be unnecessary.

(*Continued on Page Eighty-four*)

(*Continued from Page Eighty-three*)

ELECTRICITY in the modern home means so much added comfort and convenience that careful consideration must be given to the wiring layout. Particular attention should be given to the proper location of switches so that no matter from which door one enters a room or a hallway, a switch will be handy to control the lighting and prevent groping in the dark for a pull-chain, or stumbling across a dark room to a switch on the opposite wall. Any light may be controlled from any number of points by two or more switches, and if a room has more than one main entrance a switch should be located at each doorway.

In addition to the convenience of lighting, the wiring, also, is the basis for use of the many labor-saving appliances which are becoming more and more popular in the modern home, and in the original wiring plan plenty of convenience outlets (or wall plugs) should be provided for appliances and for portable floor and table lamps. In a great many homes these convenience outlets in the living room are all controlled by a single switch at the doorway so that the tiresome trip from lamp to lamp is unnecessary. One convenience outlet, however, should be "live" at all times, so that a vacuum cleaner, a radio, or a phonograph may be used during the day time without switching on the floor and table lamps.

Proper location of particular outlets (or wall plugs) is essential to the greatest convenience. For instance, the outlet in the laundry for the washing machine is handiest if hanging from the ceiling directly in front of the tubs. In this way the cord is entirely out of the way and not lying across the floor. In the kitchen and breakfast nook outlets should be the height of the table to save bending down to connect the toaster or the waffle iron. In the other rooms they should be near where the furniture is to be placed and provision should be made for several arrangements of furniture, particularly in Bedrooms and the Living Room.

In the wiring layout, also, there are many opportunities for conveniences such as pilot lights to indicate whether or not the lights in the basement or the garage are burning; an illuminated house number for the convenience of your guest, and even a remote control for the convenience outlet in the kitchen, so that one can merely reach out of his bed and start the coffee percolating in the kitchen or the breakfast nook.

So many appliances are being developed for convenience and efficiency in the home that consideration should also be given to the possibility of using more electricity in the future for an electric water heater, some built-in bathroom heaters, a heavy ironing machine, or an electric range, and unless provision is made when the home is originally wired, an added expense may be necessary when these heavier units are installed, and it is much less expensive to make this provision at the beginning. Electric refrigeration, kitchen ventilators, and electric sinks are becoming very popular, so that in the modern home provision should be made for these conveniences whether they are to be installed immediately or in the future.

The Red Seal Plan of wiring, which is merely a National Standard of adequacy for home wiring, will serve as an excellent basis for your wiring layout and will prevent costly oversights in your installation. Information on this service, which is rendered without any cost or obligation, is available through any electrical contractor or through the Electrical League of Milwaukee.

EVERY HOME IS WORTHY OF A GOOD HEATING PLANT

By H. P. Mueller, Manufacturers Heating Equipment.

WHEN building a new home, there is often a tendency on the part of the owner to place undue emphasis on the outward finish and appearance of the house, and not enough emphasis on the equipment inside the house, on which he must depend for the comfort of his family, particularly during the winter months.

Almost every home is now equipped with some type of central heating system, but the owner often finds to his regret, that by not giving the matter the serious consideration it warranted, he has a system which is unequal to the task of comfortably and economically heating his home, and this must be replaced sooner or later by an adequate plant.

If due consideration is given to the elimination of unnecessary heat losses in building construction, both the first cost of the heating plant, and the annual fuel bills can be reduced.

The use of good insulating material on outside walls and ceilings is strongly recommended. The calking of sash and baseboards, to prevent leakage at these points, is important. Metal weather stripping of windows and doors is desirable, and in all cases, the use of storm sash on all outside windows is strongly urged. Storm sash not only reduces air leakage and cuts in half the actual loss of heat through the glass itself, but prevents frosting and the collection of moisture on windows, when sufficient humidity to maintain normal and healthful air conditions, is maintained.

A flue of ample capacity and sufficient height to insure adequate draft should always be provided; an inside flue is to be preferred, but if it must be placed on an outside wall, be sure the tile lining is tight and that the chimney has no crooks.

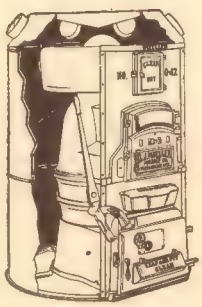
In selecting the type of heating plant, consideration should be given to the type of building and the general construction. Heating plants may be divided into two general classifications: radiator plants, where heat is supplied individually to the rooms by radiators located in each room, the heat conveyed to the radiators by steam, hot water or vapor; and warm air plants where heat is supplied directly to the air of the house by a furnace, the circulation being induced either by the heated air itself, or by a fan in larger installations.

Hot water heating plants are flexible, and secure an even distribution of heat. The boiler may be placed in an out-of-the-way portion of the basement, and the circulating pipes occupy but little head room.

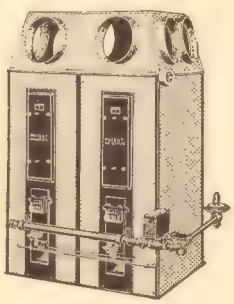
Vapor heating plants require smaller radiators than hot water. This is particularly advantageous when radiators are to be recessed or concealed. Excellent results are secured from well installed vapor plants, but the builder should be careful in selecting the heating contractor, since not every fitter is sufficiently skilled in the art, to put in a satisfactory vapor plant.

Warm air systems, when properly installed, are capable of producing practically ideal results. When equipped with automatic humidification it is possible to maintain not only uniform temperature, but correct humidity, which is essential to health. The fuel cost with a warm air furnace is less than where heat is supplied by any other method due to lower temperature required for comfort, and the elimination of radiation losses.

(*Continued on Page Eighty-six*)



Full Front Furnace.
Reasonably priced, quality built furnace; modern improvements.



Gas-Era Furnace.
Completely automatic; clean, safe, noiseless. Green lacquer casing.

"MUELLER-HEATED"

means a warm house

When you install a Mueller Furnace or Boiler in your home, you have the best possible assurance of a warm house all through the cold Winter months. Mueller Furnaces and Boilers supply all the heat you will ever need to make every room in your home a 'living room.'

Over 300,000 homes now enjoy the comfort, convenience and economy of Mueller Dependable Heat. No matter what the size or type of home may be, there's a Mueller that will satisfactorily handle the heating job.

Designed for Every Kind of Fuel

Mueller Furnaces and Boilers are designed for use with any kind of fuel—coal, coke, wood, oil or gas.

Gas, as a fuel, is growing rapidly in popularity in every section. Mueller Gas-Era gas-fired Furnaces and Boilers are specially designed and constructed for the use of this perfect fuel. Approved for all sizes by American Gas Association Testing Laboratories.

Complete literature on request for all types of Mueller Heating Systems

L. J. MUELLER FURNACE CO.

191 Reed Street Milwaukee, Wis.

(*Continued from Page Eighty-five*)

To secure proper air circulation, there must be at least as much "return air" taken from the rooms and returned to the furnace, as the furnace delivers to the rooms, and the location of the inlets and returns should be such that uniform distribution of warmth will be secured.

Before selecting the heating plant, whether it be furnace or boiler, it is well to decide what fuel is to be used.

The most commonly used fuels for heating are hard and soft coal, coke, oil and gas. When selecting the heating plant, find out what fuel will give most satisfactory results in that particular heater.

Where oil is to be used, a boiler or furnace suited to the particular type of burner selected should be installed. No matter how perfect the combustion with an oil burner, high efficiency cannot be secured in a poor furnace or boiler.

If gas is to be the fuel, only a boiler or furnace designed for its use exclusively should be used, since it is impossible to secure economical and efficient results with gas in conversion jobs or make-shift appliances.

If the cost of building your home runs over the original estimate, don't cut down on the heating plant. Build a smaller or less expensive house, or eliminate some of the decorations, if necessary, but make sure that the heating system is of a size and type on which you can depend for comfort and economy.

POINTERS ON PAINTING

By W. O. Schwarz, Paint Manufacturer

THE painting and decorating is practically the last operation in the building of a home, and an operation in which a lot of defects can be covered up; therefore many times the owner does not select or specify the proper material or allow the painter and decorator sufficient time to properly execute his work because the owner is over-anxious to occupy the home; and the result is an unsatisfactory job.

Many times beautiful interior woods are spoiled by not being properly treated. The proper stain, varnish or enamel should be selected, and if properly applied, lasting and pleasing results will be obtained. Labor is about two-thirds of the cost of the job, and one-third material cost. Therefore select the proper materials.

When painting walls, care should be taken to select color schemes which will be harmonious and cheerful. Interior walls and woodwork should be decorated so that they are pleasing and restful to the eyes. A home can be made attractive by decorating it so that it is cheerful and pleasant to live in, even if it is not a very expensive home.

The painting of a kitchen should receive as much consideration as the balance of the house as the housewife spends a great deal of her time there. For this reason the color scheme should be bright and cheerful.

A great deal of thought should be given to the painting of the exterior of the home, both from a decorative and protective standpoint. Do not paint your house in the same color scheme as your neighbor's, but select a combination of colors which are different from the rest of the houses in the same block, as houses which are more or less painted alike do not make very attractive communities.

If your home is properly painted and protected from the elements, you are insuring your house against deterioration and the value of your home is not jeopardized.

An outstanding example today as to what proper painting means to a house, is the old wooden dwelling of George Washington at Mount Vernon, which is over one hundred years old and in perfect condition today by being properly protected by correctly made paints.

WHEN DREAMS COME TRUE

In the heart of everyone lies the hope, the dream of a home.

The children "playing house." The sweethearts planning life's journey together, the young couple, the parents, all center their thoughts about home.

Yet, the full realization of these dreams comes only in a home of your own—"be it ever so humble." Then will your dreams come true. Then only will you realize the full joys of living: the joy of having. With the pride of possession will come new ambitions, new aims leading you on to financial independence, safeguarding you and yours against old age and disease.

The road to the home of your dreams is easy and pleasant.

The pleasures of planning, the mutual sacrifices for a common cause, the thrifty saving for the heart's desire—all lighten the effect that home ownership means. Now is the time to start.

If you feel you are not able to build or to buy at once, begin today a systematic plan of saving that will soon grow into a substantial "nest egg."

Choose the site for your home to be—make your first payment on your own lot—plan the home that you will build.

A home of your own is a good worth working for, an ideal worth fighting for.

WISCONSIN RADIATOR FURNITURE COMPANY

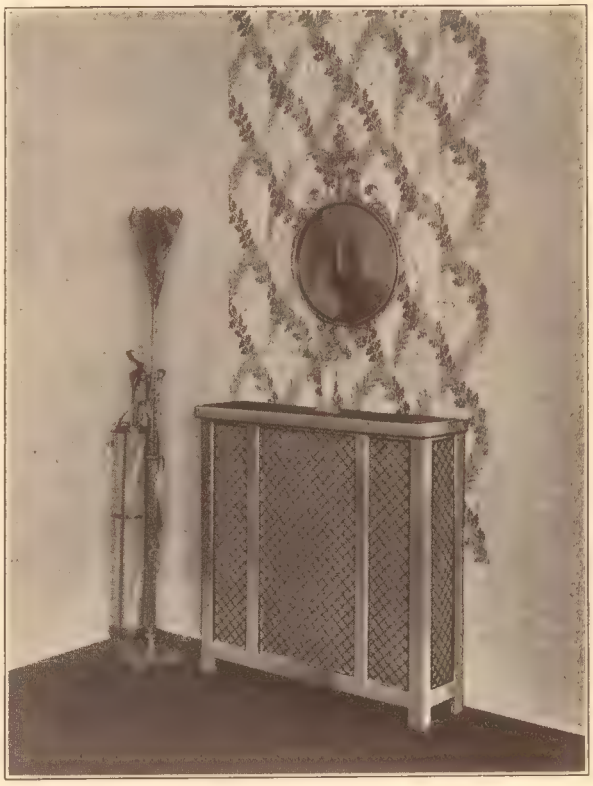
Saves Costly Redecorating

Wisconsin Radiator Furniture pays for itself many times over. It lasts you a lifetime, and materially reduces house cleaning and dry cleaning bills. There are no soiled walls where there is Wisconsin Radiator Furniture protection and no dust arises to ruin your draperies.

MILWAUKEE OFFICE:
446 Prospect Ave.
Lakeside 1749

OTHER OFFICES:

Minneapolis	Des Moines
Chicago	Green Bay
La Crosse	South Bend



TWO ESSENTIAL POINTS IN GOOD CONSTRUCTION

(1) The roofing must be more than waterproof. It should be decorative and add beauty to your home.

(2) Hardware should be carefully selected for best results.

BAXTON ROOFING & HARDWARE CO.

252 REED ST. HANOVER 3633

HOME BUYERS

should insist on a TITLE GUARANTY POLICY at the time the transaction is closed—

to avoid complications and possible loss through defects in the title which may not be disclosed for years after.

A conference with us now may save money for you and your heirs in the years to come.

Milwaukee Title Guaranty and Abstract Company

137 SECOND STREET GRAND 8050

WOODWORK IN THE HOME

By Oscar Goelzer, Sr., Millwork Manufacturer

PEOPLE with taste have always appreciated the importance of good woodwork to both the architecture and decoration of their homes, and they have gone to considerable expense to get it. The present day builder, however, whether his home be a humble cottage or a stately mansion, can have good woodwork of real architectural merit, and he need pay no more for it than for woodwork of inferior value. Modern day manufacturing methods have lowered costs and have contributed in a large measure to make America a nation of beautiful homes.

Two qualities distinguish every beautiful home. It is skillfully conceived as a whole as to mass proportions, and its details are properly arranged and in themselves beautifully designed.

By details are meant the entrance, windows, moldings and porch work on the outside, and the doors, trim, stairway and cabinet work on the inside. Because these elements are mostly of wood, they are often referred to as the woodwork. Beauty must begin with these because the woodwork is the connecting link between the structure of the house and the interior decorations.

"What is the woodwork like", is what every interior decorator wants to know about any house before he attempts to furnish it in any way. The character of the woodwork, governs the selection of the furniture curtains, draperies, rugs, and other moved-in articles.

That is why it is so important to have beautiful woodwork—well designed and well made. A home with woodwork of good design is attractive even though inexpensively furnished, and good furnishings appear all the more beautiful when set off by a background of beautiful woodwork. No amount of money lavished on furniture can make a beautiful interior if the woodwork is not right.

Woodwork plays an all-important part in the well-planned home, and should be given consideration. In the average house, it is conservatively estimated that one-eighth of the total cost, exclusive of the lot, goes into the woodwork. It can make or mar the finished appearance of the house.

Interior Doors and Trim Important.

Have you ever stopped to think what the interior doors mean to the beauty and comfort of a home? They are a part of the background of the interior. Since they are a structural part of the house itself, the first selection must necessarily be the final one; therefore, its appearance.

In selecting your doors and trim, bear in mind that the two together carry out the architectural motif of your house throughout the interior. If they are well designed and of proper proportion, you may be sure that they will harmonize satisfactorily. It will then be an easy matter for you to choose your interior furnishings to match the woodwork.

Of course, it remains without saying that the doors of the house should be of the same architectural design as the house itself. Doors of colonial design should not be adapted to an English plan, nor should the English type door be fitted into the colonial. There are many beautiful and appropriate designs of doors for all kinds of homes.

French doors are ideal for openings in the living portion of the house, and are used in homes of the better design everywhere. There are numerous designs of French doors that are adaptable to most interior use. Frequently they are used for the entrance to the porch. Instead of windows, many Spanish and Italian houses employ full-length French doors. The result is artistic as evidenced by the great number of Spanish and Italian houses now being built in Milwaukee and suburbs.

The inexperienced builder, if he has not the services of an architect in planning and building his home, is apt to place too little importance upon the selection of the proper trim for the interior. It is well to give thought to the matter and to seek the advice of responsible parties if an architect is not employed.

(*Continued on Page Ninety*)

(*Continued from Page Eighty-nine*)

Interior trim constitutes the finishing members that are used around the openings of the rooms and the moldings around its base, walls and ceiling. Because of the fact that the trim, with the interior doors, forms the background for the interior decorations of the home, it is of architectural importance and therefore should not be obstrusive in its design.

Choose Your Mantel With Care.

At one time in our history the hearth was the most important part of the home. The home was an elastic place built around it. Then the open fireplace went out and for many years, except in homes of the wealthy, the hearth was not even considered. In apartments, particularly, the fireplace seemed to have no claim. Of late, however, the fireplace has returned to public favor and a large per cent of the homes of good design built today in Milwaukee and elsewhere have fireplaces built in.

The mantel should be chosen with care. It is not true that a mantel is good just because it is of Colonial or English design, but it is safe to say that if its design is simple, it will prove acceptable. The more complex it gets, the more it incorporates columns of unusual shape and strange supports, and the more likely it is apt to be in ill taste. After all the chief duty of the mantel is to frame pleasantly the opening for the fire. Whatever type of architecture you select for your house, you will do well to choose a mantel of suitable design.

Stairway Important Feature.

In every two-story house, the stairway is a very important architectural feature of the interior. It is the largest item of woodwork in the home. Generally placed in the hallway, near the entrance, or in one end of the living room, the stairway is seen by all. If it has any defects in design or construction, they are quickly noticed.

Judging from many stairs commonly used, some builders seem to think that a stair baluster must be of gigantic size. Newel posts six inches square are not uncommon. It is a mistake to think that a thing is either strong or beautiful just because it is big. On the other hand, there is an old saying among architects and interior decorators that "interior wood details cannot be too small in scale." While this statement is exaggerated, yet there is much truth in it.

Many beautiful stairs have slender balusters and very small newels. Yet they are just as sturdy as stairs with parts twice as large. The strength in a stairway lies in the way it is put together, not in massiveness of the parts. Considering the usage it receives, which is constant, the builder should be definitely certain before installing a stairway that it is strong, durable and well made, and that it will contribute all it should to the finished appearance and beauty of the home.

The stairs that are really admired are those of nice proportions, finely formed parts and graceful lines. These things contribute beauty in design, one of three essentials of the perfect stairway. The other two essentials are sound materials and good workmanship.

Built-In Furniture.

An authority on home furnishing says that a house architecturally well planned is more than fifty per cent well furnished before decorations, rugs and movable furniture are purchased. If, therefore, you are interested in good taste in home furnishings, you can accomplish much in this direction when your plans are drawn. Probably nothing in the way of permanent equipment adds more to the housewife's joy, and at the same time contributes greatly towards good taste in home furnishings, than properly designed, well made, built-in furniture.

Whether your house is in the planning stage, or whether you are making over an old one, you can make it very much more "your home" by building in certain things. One advantage of built-in furniture is the increase of floor space, and in these days when homes are growing smaller in floor space, we are seeking to make every inch of floor area serviceable.

The long list of built-in features obtainable today, excellently designed and constructed, provide the home builder an attractive variety from which to choose.

A well designed article is a joy for all time, and the older it gets the more beautiful it grows.

SANITATION IN THE HOME

The Plumbing Industries

Sanitation is one of the most important factors in our every day life. There are ways in which sanitation can be accomplished in our home life. Since the beginning of civilized man there has been a constant demand for sanitation through plumbing. With this in mind the manufacturers are striving to make equipment that is simple and easy to keep clean. The fixture that was a luxury ten years ago is being purchased by people of moderate means today. The housewife of today does not have the time to do any unnecessary cleaning of tubs, sinks, or lavatories and for that reason the plumbing fixtures must be simple and easy to keep clean.

Every one is conscious of the fact that styles in bathtubs have changed radically in the last ten years, yet back of this was not the desire to change just for the sake of changing, but the definite object of making the job of keeping the bathroom, the most important room in the house, easier to keep clean. It was extremely difficult to clean under the bath tub that had legs and for that reason the built-in-tub has proven a huge success. The sink, ten years ago, was built in three parts, the back and drain boards were separate from the rest of the sink. As a result there were crevices that were difficult to keep clean. The sink today is built in one piece. Even the large forty inch sinks with double drain boards are cast in one solid piece. Nowhere is there a crack or crevice for dirt. Such plumbing is truly sanitary, and is having a tremendous effect in keeping germs out of food, and thus keeping America healthy. Years ago it was customary to set all sinks at a certain height. Today when a man is building a house, the sink is set to suit the height of the women who will use it. The modern kitchen sink is equipped with a swing-spout faucet which mixes hot and cold water which enables it to be swung to any position over the sink. Many sinks now have spray attachments so that by a turn of the handle water can be diverted to the spread.

Many sinks can now be obtained with containers which swing out from underneath. These containers can be used for catch-all purposes and for cleaning powders, and accessories. A small compact sink has been made for the kitchenette apartments. Some of these have a laundry compartment and have removable drain boards.

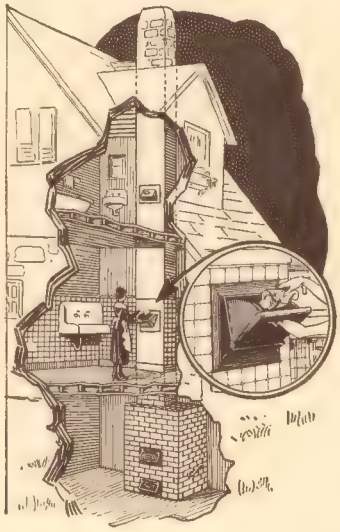
Sinks and all other plumbing fixtures can now be obtained with fittings made of chromium which is a non-tarnishing metal. Before automobile manufacturers thought of using chromium for radiators and bumpers' plumbing manufacturers were using chromium for the fittings of their best sinks. The best of yesterday, however, is the ordinary thing today, and today a person of moderate means may purchase a sink, or a lavatory, or a bathtub with beautiful chromium fittings which retain their lustre for an indefinite time with but little care. The advantage of chromium over nickel is that in the first place it needs much less polishing than the nickel, and in the second place, no matter how much it is polished, abrasive powders cannot change it.

Most outstanding of all changes, however, is undoubtedly the introduction of acid resisting enamel. The best enamel of today defied any, and all of the acids usually found in the home such as fruit acids, tomato juice acid, and oxalic acid. In fact, none of the manufacturers of plumbing equipment have ever had a complaint that a sink finished with acid resisting enamel has been damaged by an acid.

In 1891, the first china wash basin was made. Since that time there has been a steady improvement in vitrification (hardening by fire) and in the fineness of color, and today a vitreous china lavatory is one of the most beautiful pieces of equipment that can be put in a home. In fact, the superiority of American vitreous china fixtures is recognized abroad, and the finest hotels in Europe are equipped with American made lavatories.

(*Continued on Page Ninety-three*)

BANISH GARBAGE CANS FOREVER



Garbage cans have no place in the MODERN home. They are danger signals. They attract flies, mosquitoes and vermin. They are breeding places for disease germs. They are out-of-date nuisances that have no more reason for existing than oil lamps and old-fashioned stoves.

Banish garbage cans and rubbish piles forever with the CHIMNEY-FED KERNERATOR, with the handy hopper door in the kitchen to handle all garbage and household waste. No gas or other commercial fuel necessary.

For homes already built, and those being built in which a suitable flue for a CHIMNEY-FED KERNERATOR was overlooked, the BASEMENT-FED KERNERATOR can rid the premises of the garbage can nuisance and the dangerous fire hazard of rubbish accumulations. The Model R for five and six room residences, costs only $90.00 with masonry about $50.00 additional. Installation is the same as the CHIMNEY-FED KERNERATOR except garbage and waste is deposited through a feeding door in the basement combustion chamber.

Write or phone for booklet "The Sanitary Elimination of Garbage and Household Waste."

THE CHIMNEY-FED INCINERATOR

KERNERATOR

REG. U.S. PAT. OFF.

Garbage and Waste Disposal without Leaving the Kitchen

KERNER INCINERATOR CO.

641 East Water St. Phone Broadway 1920 Milwaukee, Wis.

Odorless . . Noiseless
Reliable . Clean . Automatic

Are points that make ABC Oil Heating Essential

Automatic Burner Company of Wisconsin

ABC
Automatic Oil Burner

195 Eleventh Street
Grand 8593

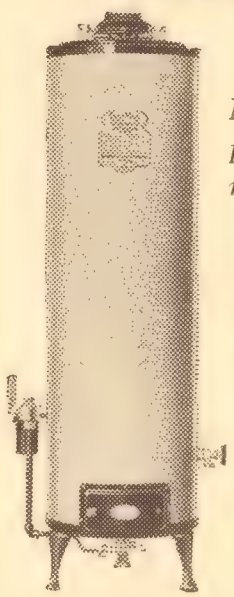
FOR THE

"IDEAL" HOME

Our Slogan: Service—Plus.

More ABC Oil Burners in use in Mil. County than any other make of Burner.

EverHot
AUTOMATIC
WATER HEATER



No Home is Complete without Automatic Hot Water Service

Architects Specify—
Builders Use—
Plumbers—
Recommend—

EVER HOT HEATERS

Ever Hot Heater Sales Co.

137 E. Wells St.

BDY. 4163 MILWAUKEE

(*Continued from Page Ninety-one*)

The vitreous china lavatory is another instance in which an article which was luxury ten years ago has become a necessity today. Then the enameled iron lavatory was in almost universal use. Today the high qualities of the vitreous china lavatory are recognized, and are the "best sellers."

Plumbing fixtures may be made either of enameled iron, porcelain, or vitreous china. Porcelain is used almost exclusively for laundry trays. Because of its great weight, porcelain is impractical for other fixtures in the home. It is, however, used widely in public buildings.

Today all toilet bowls are made of china. Ten years ago there was still a sale for those made of iron. Tanks of wood, or composition were used years ago. Today they are made of enameled iron, or china. Closets have become more and more noiseless. They also have undergone a radical change in height. High closets were in vogue ten years ago. Today they are low with a base that is easy to keep clean. Making toilets lower, of course, has had the effect of making them quieter in action in that it decreased the length of the water flow. The all-wood seat is fast becoming obsolete, and today the best seats are made of wood with a sheet celluloid finish. Seats may be obtained in colors, if desired, but the tendency is to the white, especially in public buildings.

Two other major changes in plumbing remain to be mentioned. One is the vogue for colored plumbing fixtures. The other is the greater use of the shower bath. Hardly any of the brass in the modern shower is exposed. Many showers are placed over the tub so that the tub serves the double purpose of immersion bath, and receptor for the water from the shower bath. Simple rods are used for the curtains and the curtains are made of sufficient length to hang into the tub. This inexpensive shower takes the place of the very elaborate marble enclosed shower. So popular has the shower bath become that some hotels have bathrooms equipped with a shower bath only.

The average home owner and builder is more or less helpless in-so-far as his knowledge of plumbing essentials is concerned and without the protection of public regulations prescribing the design, materials and manner in which the installation shall be made, he would be dependent upon his acquaintance and knowledge of the men engaged in the business who possessed the necessary qualifications to render dependable service in accordance with good plumbing practice. Furthermore, if he erred in his selection the consequence might entail an unsanitary installation with its consequent deleterious effect upon the health of his family.

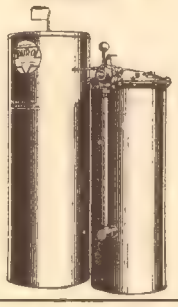
Plumbing Codes when viewed in the light of a community or public specification establishing a minimum of practice to which all must conform and which is adapted to serve the needs of every builder without further inquiry and expense are rendering a valuable service at the least possible cost to all requiring a guidance and protection.

Plumbing regulations and inspection have prevailed in Milwaukee since 1886 and it may be stated that because of their influence Milwaukee is practically free from unsanitary plumbing, and only where plumbing has deteriorated and is out of repair because of age, or where it has been tampered with by so-called handy men, has the original installation been anything but safe and sanitary.

Another way in which sanitation can be accomplished in our home life is through the use of incinerators. In homes without an incinerator the handling and disposal of garbage is one of the most distasteful and disagreeable duties that falls to the lot of the housewife. The garbage cans used are ugly, unsanitary nuisances that should have disappeared long ago with the passing of oil lamps, and old-fashioned stoves. They attract flies, mosquitoes, and vermin, are fertile breeding places for disease germs, and an ever present menace to health.

There are now incinerators of various types for handling of household food waste, and rubbish, among these being the built-in chimney fed incinerator, and the portable gas fired incinerator.

DURO Water Systems *and* Water Softeners

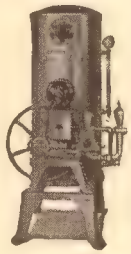


World's largest makers and sellers

Deep and Shallow Well Pumps, Cellar Drainers, Septic Tanks, Water Softeners

We invite your inspection at our Show Room

The Duro Co., 123-2nd St., Milwaukee, Wis.



SEE AULTMAN FIRST

OFFICIAL
SIGN PAINTERS

FOR THE

HOME SHOW

FOR THE FOLLOWING

SIGNS

ELECTROGRAPH DISPLAYS
DE LUXE BULLETIN DISPLAYS
SENSATIONAL HIGHWAY DISPLAYS
AULTOGRAPH PROCESS SIGNS
WALL SIGNS — GLASS SIGNS

STUDIO 90-2nd ST.

BROADWAY 5941

ACME BRICK
FOR
BETTER BUILDING

ACME BRICK CO.

Milwaukee

THE CRYSTAL VISION OF HER HOPES

A home of her own to the wife or mother is not a symbol of pride or prosperity but the heart of the family life, the shrine of children's love, a tie that is never broken.

Let a woman's intuition guide you. Plan today that your wife and your children may enjoy the benefits that surround a home.

Own your own home.

FLOWERS IN YOUR HOME

By Archie H. MacDonald, Florist

Your home is planned and the first ground broken. You watch it as the foundation is being built, then the first floor, and perhaps a second floor. Finally to your great joy it is completed. All the new furnishings have been placed and you are greatly elated over your beautiful home. Then as you ponder over your plans for a lawn, shrubs, and flower garden, you seem to discover something lacking in your little nest. Is it the wrong color drape? Was the furniture placed wrong? No, but you admit a barren atmosphere.

Ah! you have it. That graceful wrought iron stand next to the windows would be more attractive with a fresh, crisp Boston fern. Oh, yes, and those two Italian Pottery jardinieres on the fireplace. English Ivies for them.

The next day you order the plants from a flower shop and find a new atmosphere in your home. The rooms have a very cozy appearance.

Each home should have a touch of foliage or bright blooming plants. Especially in winter to brighten the rooms on dull, gray days.

When entertaining either at luncheon or dinner a bowl of flowers on the table will add a pleasant touch to the affair.

Flowers play quite an important role in our lives. Wherever one may be, at large or small gatherings, how ineffective they would seem without fresh cut flowers or plants.

In summer when the garden is a brilliant spot of beauty, you are immensely pleased with the result of your hard labor. If you will cut a few of the garden flowers and arrange them attractively in a bowl, you will enjoy your garden both in and out-of-doors. In selecting a bowl, be sure the bowl has a depth that will hold water for at least two-thirds stem length of any flower you cut. Water should be changed daily to preserve the freshness of the bloom.

However, flowers do brighten a home and spread cheer to everyone. A true flower lover believes in the slogan, "Say It With Flowers".

WHAT YOUR OWN HOME WILL MEAN TO YOU

When in time you open the door of the home of your own, you enter on a new existence.

Then, as never before, you will learn the joy of full living. Each day will bring new pleasures, new plans. The pride and pleasure of possession will awaken new energy, will arouse new efforts.

To the wife or sweetheart, the home dream is inherent. For she is the home maker. There she is to reign. There she is to exercise the feminine arts that transform a house into a home. There she is to rear her children and mould their character.

But, to man, home ownership is more material. Independence—a badge of citizenship—a sound investment—a safeguard against disaster and old age—a protection for loved ones left alone.

A garden, a lawn of your own. Trees, flowers, shrubs—for home is a place you love to make beautiful because it is yours.

The happy voices of children at play. The real hospitality of home for your friends and theirs—a place of rest—a haven from strife and worry. Your home will mean all this and more—but never less.

CONTENTS

	Page
Title Page	1
Group of English Homes	2
Foreword—Walter W. Judell	3
Home Show Officers	4
The Milwaukee Home Show—F. A. Coffin	5
Program of Competition	6
Method of Selecting the Winning Design—Roger C. Kirchoff	7
Jury of Award	8
Designs of Modified English Homes—Competition Entries	9 to 58
The English House—Harry W. Bogner	61
Selecting a Home Site—John Picken	63
Financing a Small House—E. H. Grootemaat	65
Rational House Planning—Alexander C. Eschweiler, Jr.	67
Landscaping of an English Home—Alfred Boerner	71
Beauty, Comfort & Convenience in the Small House—Alexander C. Guth	73
Pictures in the Home—A. G. Pelikan	75
Modern English Home Easy to Furnish—Leroy Kunzelmann	77
Interior Decoration of an English Home—George Ritter	79
Good Taste in the Dining Room—Archie Tegtmeyer	81
Illumination and Electric Wiring—J. S. Bartlett	83
Every Home is Worthy of a Good Heating Plant—H. P. Mueller	85
Pointers on Painting—W. O. Schwarz	87
Woodwork in the Home—Oscar J. Goelzer, Sr.	89
Sanitation in the Home—Plumbing Industries	91
Flowers in the Home—Archie H. McDonald	95

INDEX TO ADVERTISERS

	Page
Acme Brick Co.	94
Alcazar Range & Heater Co.	64
Jos. T. Aultman Inc.	94
Automatic Burner Co., of Wis.	92
Baxton Roofing & Hardware Co.	88
A. F. Bode File Co.	82
Butler & Son Co.	82
Chamberlin Metal Weather Strip Co.	82
Cincrete Corporation	59
Combustion Fuel Oil Burner Co.	68
U. F. Derner	82
Jos. P. Devitt	82
Droegkamp Furnace Co.	66
The Duro Co.	70 & 94
Eitel Bros. Inc.	74
Ever Hot Heater Sales Co.	92
First Wisconsin Mortgage Co.	64
Edmund Gram, Inc.	78
Louis Hoffman Co.	66
Integrity Savings Building & Loan Assn.	82
Joys Bros. Co.	82
Kerner Incinerator Co.	92
The Kleenburn Co.	68
A. J. Lindemann & Hoverson Co.	82
Lindsay Automatic Refrigeration Co.	62
J. D. McCusker	82
Midwest Tile Co.	82
Milwaukee Air Power Pump Co.	68
Milwaukee Sprayo-Flake Insulating Co.	66
Milwaukee Tile & Mosaic Co.	82
Milwaukee Title Guaranty & Abstract Co.	88
L. J. Mueller Furnace Co.	86
H. Niedner & Co.	82
J. E. Rilling & Co.	60
E. H. Schaefer Corp.	76
M. M. Schranz Roofing Co.	70
Stark Mantel & Tile Co.	82
The Triple Insulaire Co.	70
Universal Tile Co.	82
William G. Williams	64
Wisconsin Face & Fire Brick Co.	68
Wisconsin Ice & Coal Co.	72
Wisconsin Radiator Furniture Co.	88

THE NORTH AMERICAN PRESS, MILWAUKEE, WIS.

PERSONNEL OF THE SEVENTH ANNUAL HOME SHOW

OFFICERS:

F. A. COFFIN, *General Chairman* — H. A. KAGEL, *Secretary*
JOHN PICKEN, *Vice Chairman* — PERRY O. POWELL, *Treasurer*

TRUSTEES:

F. A. COFFIN — JOHN PICKEN — GEO. L. WAETJEN

Active Committee

A. NORMAN ANDERSON
Curtis Millwork Co.

LEO ARNSTEIN
Ed. Schuster & Co.

J. S. BARTLETT
Electrical League of Milwaukee.

F. W. BECK
Beck Pfeifer Bldg. Corp.

ROBERT BLACKBURN
Wilbur Lumber Co.

H. F. BOERNER
Boerner Nursery Co.

P. R. BOOLE
G. Q. Electric Co.

EARL BUTTER
G. A. Butter Co.

HENRY BUTTON
Wisconsin Oil Heating Assn.

N. C. CHRISTOPHERSON
T. M. E. R. & L. Co.

F. A. COFFIN
T. M. E. R. & L. Co.

D. R. COLLINS
Concrete Products Assn.

ROY F. CORDES
Cordes Supply Co.

H. J. DROPP
Milwaukee Gas Light Co.

T. C. ESSER
T. C. Esser Co.

RICHARD FERGE
Master Carpenters Assn.

R. J. FISHER
Portland Cement Co.

CLAUDE FLAMBEAU
Badger Sash & Door Co.

A. E. FLOWER
Contracting Plasterers Assn.

OSCAR GOELZER
J. J. Jones Company.

HENRY GOTFREDSON
Builders Needs, Inc.

L. A. GRASS
Building & Loan League of Milwaukee County.

ELMER H. GROOTEMAAT
A. L. Grootemaat & Sons.

ALEXANDER C. GUTH
Wisconsin Chapter A. I. A.

PHIL P. HAYES
W. M. Dooley Co.

A. C. HENTSCHEL
Milwaukee District Jewelers Club.

ED. HERZOG
Edmund Gram Piano House.

FRED L. HILLMAN
Ed. Schuster & Co.

O. A. KING
Heating & Piping Contractors Assn.

ALFRED KRAASE
Oil Heating Assn. of Wisconsin.

ALBERT P. KUNZELMANN
Kunzelmann-Esser Co.

W. R. LACEY
Home Incinerator Co.

HUGO LIPPERT
Master Plumbers Association.

RAYMOND LOCK
Millwork Bureau.

ALFRED LOCHER
Milwaukee Florists Club.

D. S. MONTGOMERY
Wis. Retail Lumbermen's Assn.

JOHN J. McCOY
Wisconsin Face & Fire Brick Co.

FRANK MEADOWS
Meadows Heating Co.

HARRY MEWES
Builder.

WALTER MEYER
W. H. Pipkorn Co.

H. P. MUELLER
L. J. Mueller Furnace Co.

CHAS. NEIDHOEFER
Neidhoefer & Co.

A. G. PELIKAN
Milwaukee Art Institute.

LOUIS C. PFEIFER
Beck Pfeifer Bldg. Corp.

JOHN PICKEN
Maynard & Picken.

PERRY O. POWELL
Milwaukee Real Estate Board.

J. E. RILLING
J. E. Rilling Co.

H. J. ROTIER
Architects Small House Service Bureau.

GEO. RUSSELL
Russell Brothers, Inc.

ALFRED SCHROEDER
Milwaukee Retail Lumbermen's Club.

W. O. SCHWARZ
Patek Brothers.

HENRY J. STEINMAN, Jr.
Steinman Lumber Co.

E. J. SCHWALBACH
Wadhams Oil Co.

GEO. L. WAETJEN
Geo. L. Waetjen & Co.

HARRY WALSH
Gimbel Brothers.

G. A. WILSON
Wilson Meyer Investment Co.

PAUL WICK
Realtor.

W. G. WILLIAMS
Builder.

R. E. WRIGHT
First Wisconsin National Bank.

THEODORE WYSOCKY
Wisconsin Tile Advancement Assn.

J. F. ZILISCH
Wisconsin Ice & Coal Co.